

# **Community Attitude and Interest Survey**

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## **Executive Summary of Citizen Survey Results**

### **Overview of the Methodology**

The City of Edina conducted a Parks and Recreation Facilities and Services Needs Assessment Survey during September of 2006 to establish priorities for the future development of parks and recreation facilities, programs and services within the community. The survey was designed to obtain statistically valid results from households throughout the City of Edina. The survey was administered by mail.

Leisure Vision worked extensively with City of Edina officials in the development of the survey questionnaire. This included holding a series of focus groups and stakeholder interviews with City of Edina elected officials, staff, board members, and community members on August 2 and 3, 2006. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the future system.

In September 2006, surveys were mailed to a random sample of 3,000 households in the City of Edina. Approximately three days after the surveys were mailed, each household that received a survey also received an electronic voice message encouraging them to complete the survey.

The goal was to obtain a total of at least 500 completed surveys. This goal was far exceeded with a total of 865 surveys being completed. The results of the random sample of 865 households have a 95% level of confidence with a precision of at least  $\pm 3.4\%$ .

The following pages summarize major survey findings:

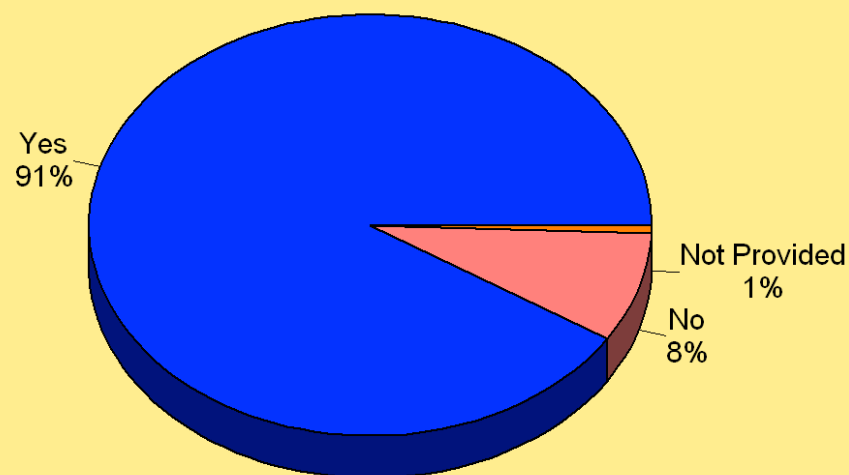
## ***Visitation of Parks During the Past Year***

Respondents were asked to indicate if they or members of their household have visited any City of Edina parks during the past year. The following summarizes key findings:

- **Ninety-one (91%) of respondent households have visited City of Edina Parks during the past year.** 8% have not visited a park and 1% did not provide an answer.

### **Q2. Have Respondent Households Visited Any of the Edina Parks During the Past Year**

by percentage of respondents

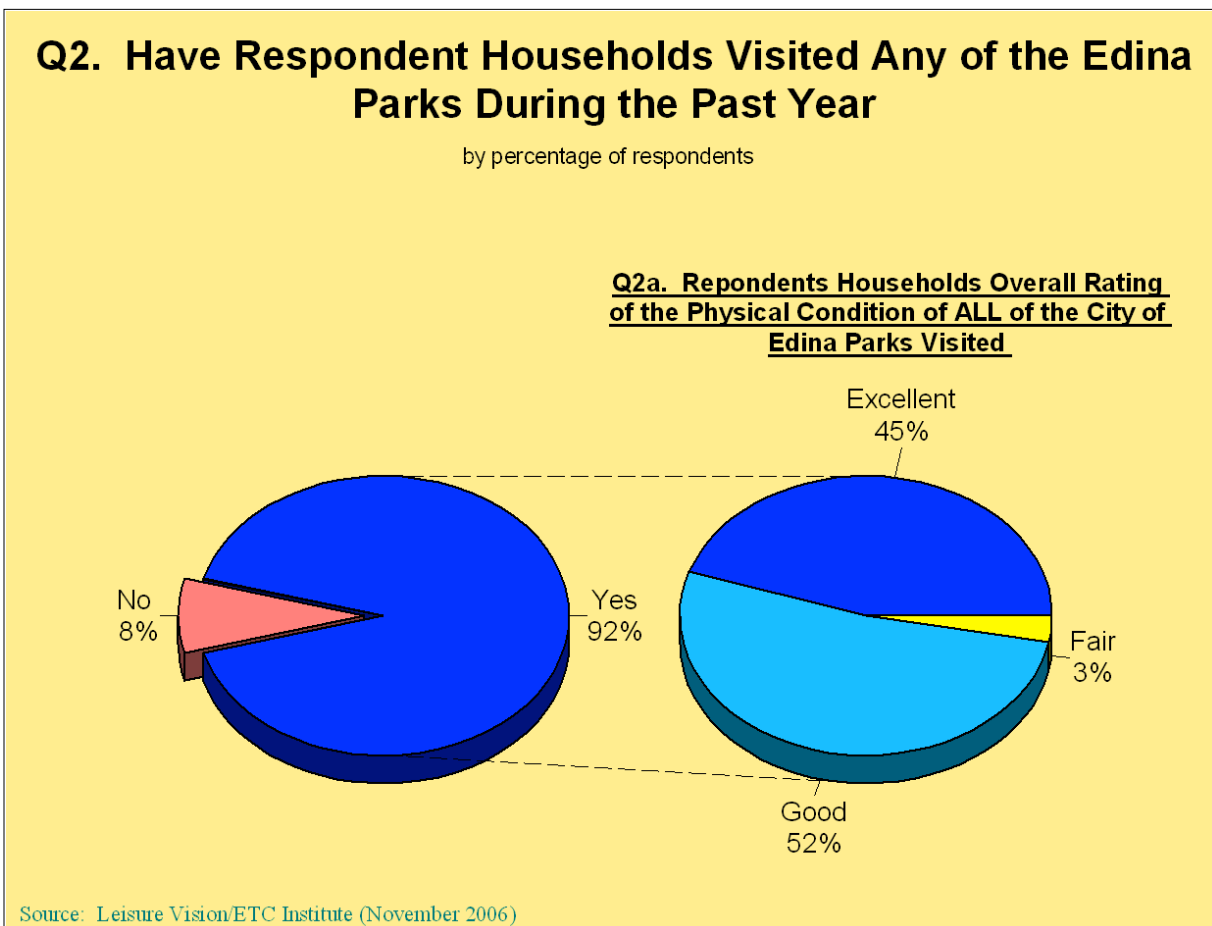


Source: Leisure Vision/ETC Institute (November 2006)

## ***Physical Condition of Parks***

Respondent households that have visited City of Edina parks during the past year were asked to rate the physical condition of ALL the City of Edina Parks they visited. The following summarizes key findings:

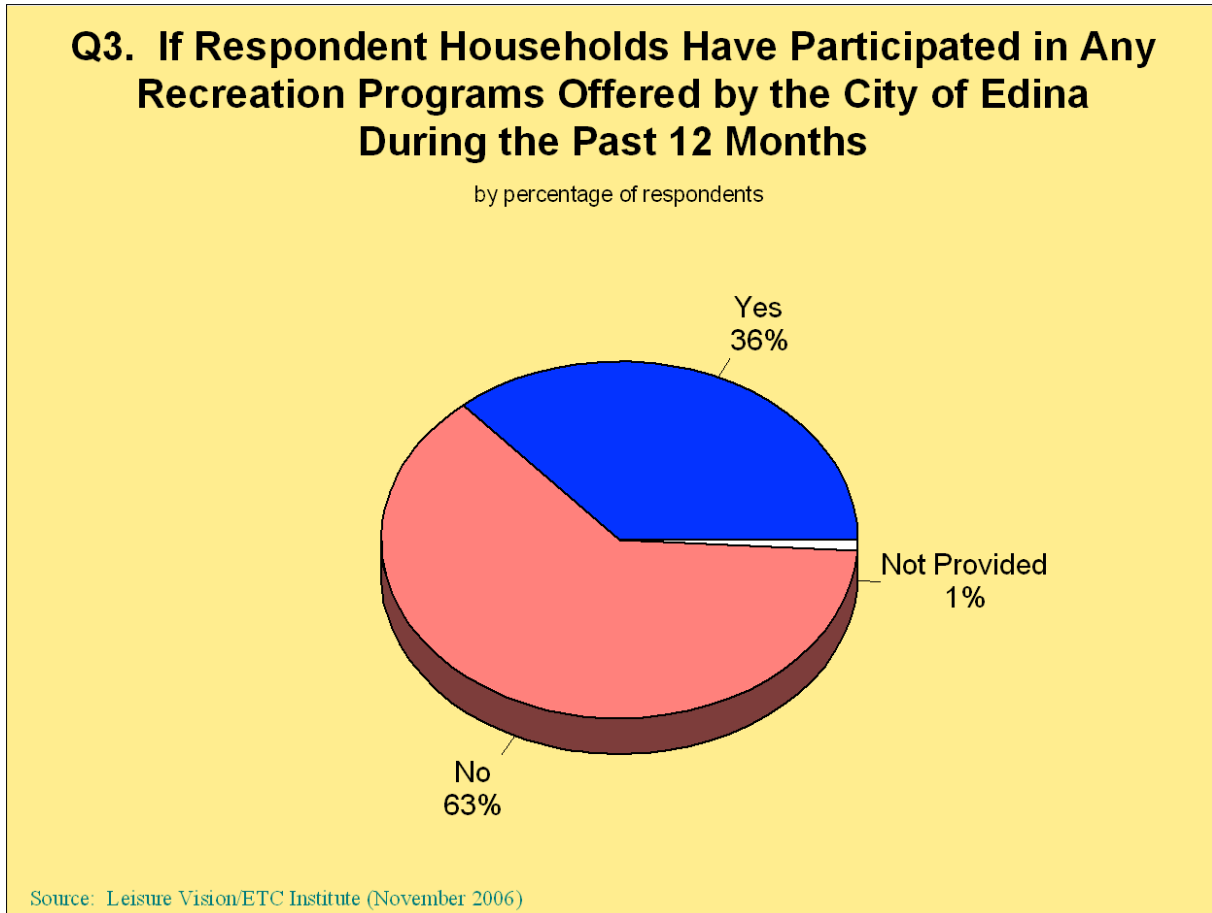
- **Of the 91% of respondent households that have visited City of Edina parks during the past year, 97% rated the level of maintenance as either excellent (45%) or good (52%).** In addition, 3% rated it as fair and 0% as poor.



## ***Programs Participated in Over the Last Year***

Respondents were asked whether they or members of their household participated in any recreation programs offered by the City of Edina during the past year. The following summarizes key findings:

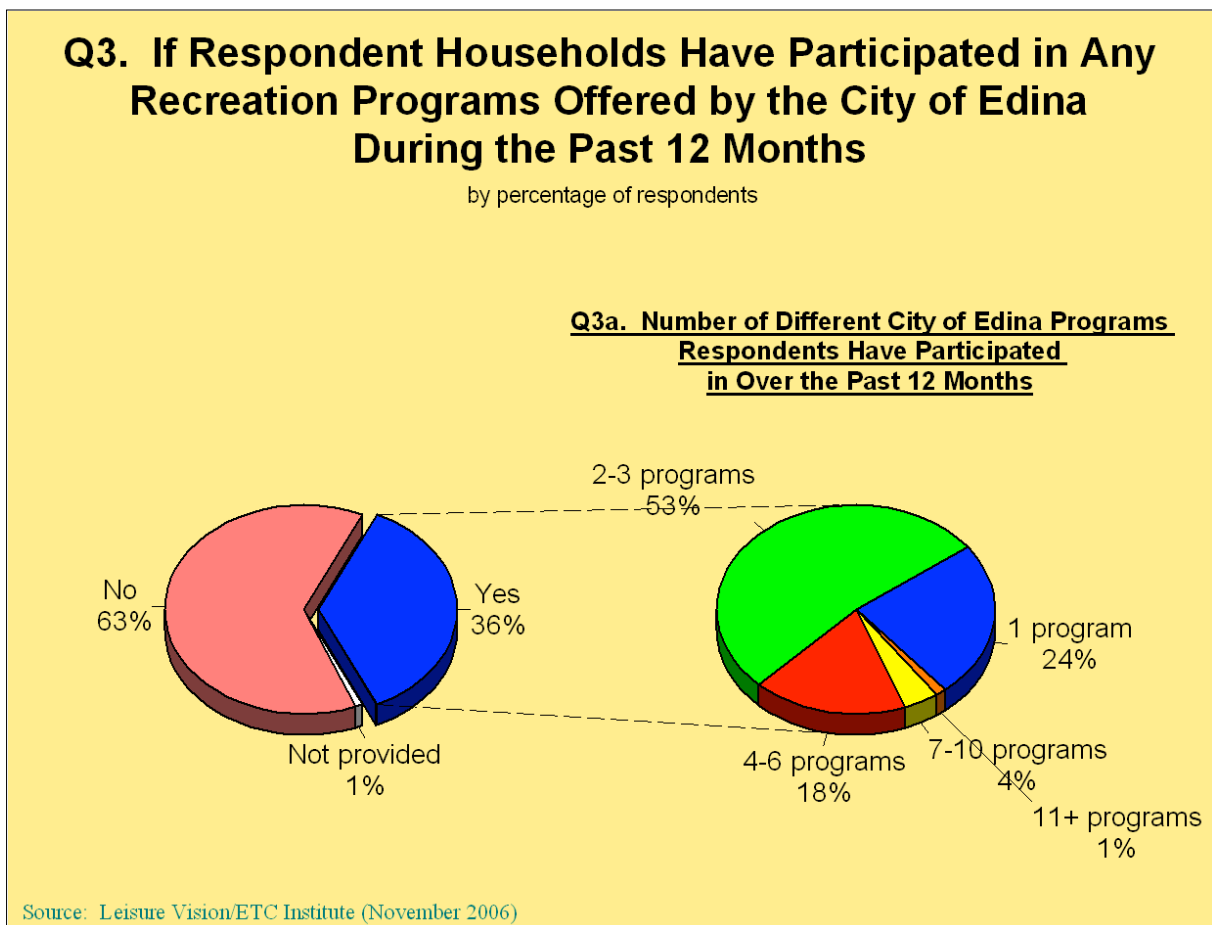
- **Thirty-six percent (36%) of respondent households have participated in recreation programs offered by the City of Edina during the past year.** 63% have not participated and 1% did not provide an answer.



## *Amount of Programs Participated in*

Respondents were asked how many different recreation programs offered by the City of Edina that they or members of their household participated in over the past year. The following summarizes key findings:

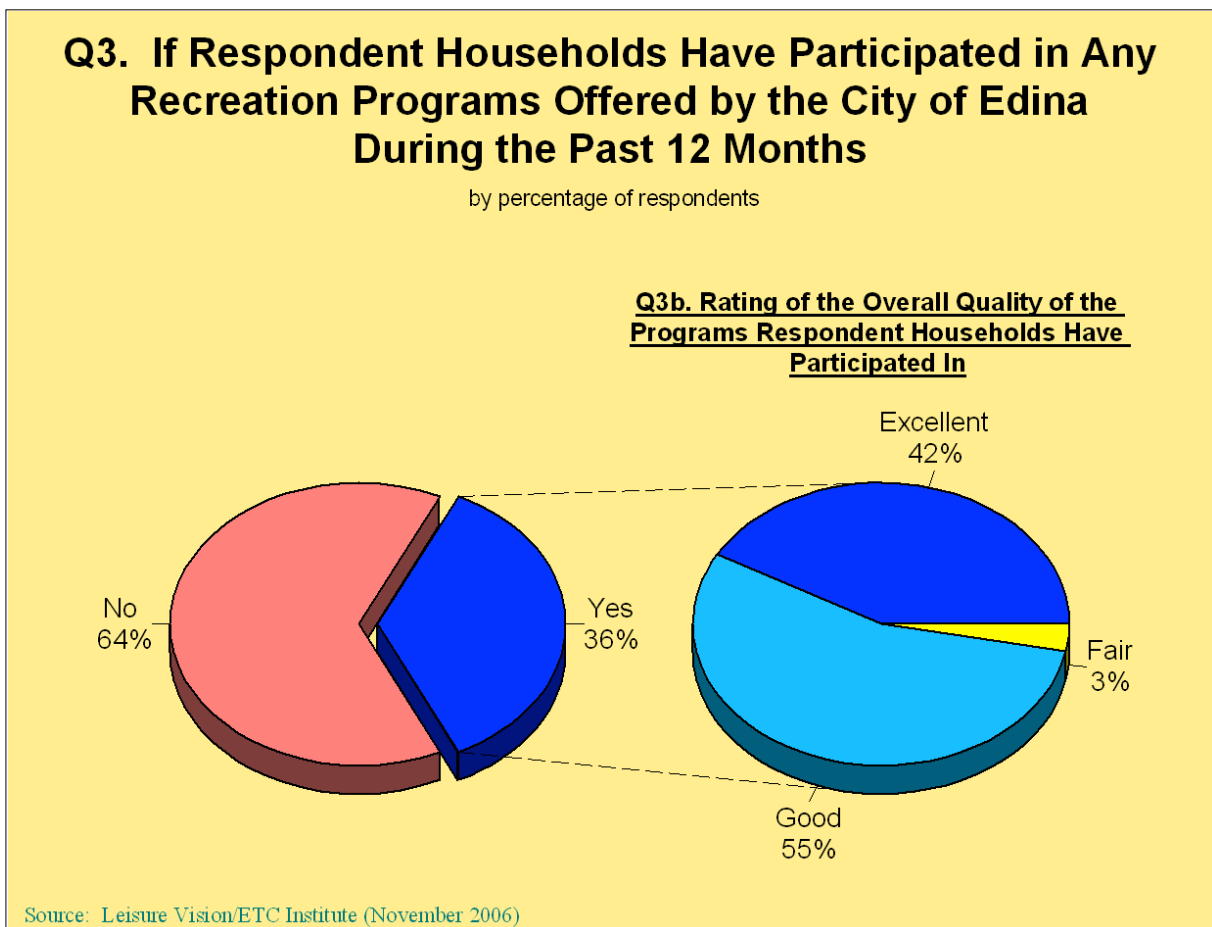
- **Of the 36% of respondent households that have participated in the City of Edina programs over the past year, 24% have participated in 1 program and the remaining 76% have participated in more than 1 program.** The largest percentage of users have participated in 2-3 programs (53%).



## ***Quality of Recreation Programs***

Respondent households that have participated in recreation programs offered by the City of Edina during the past year were asked to rate the overall quality of the programs they participated in. The following summarizes key findings:

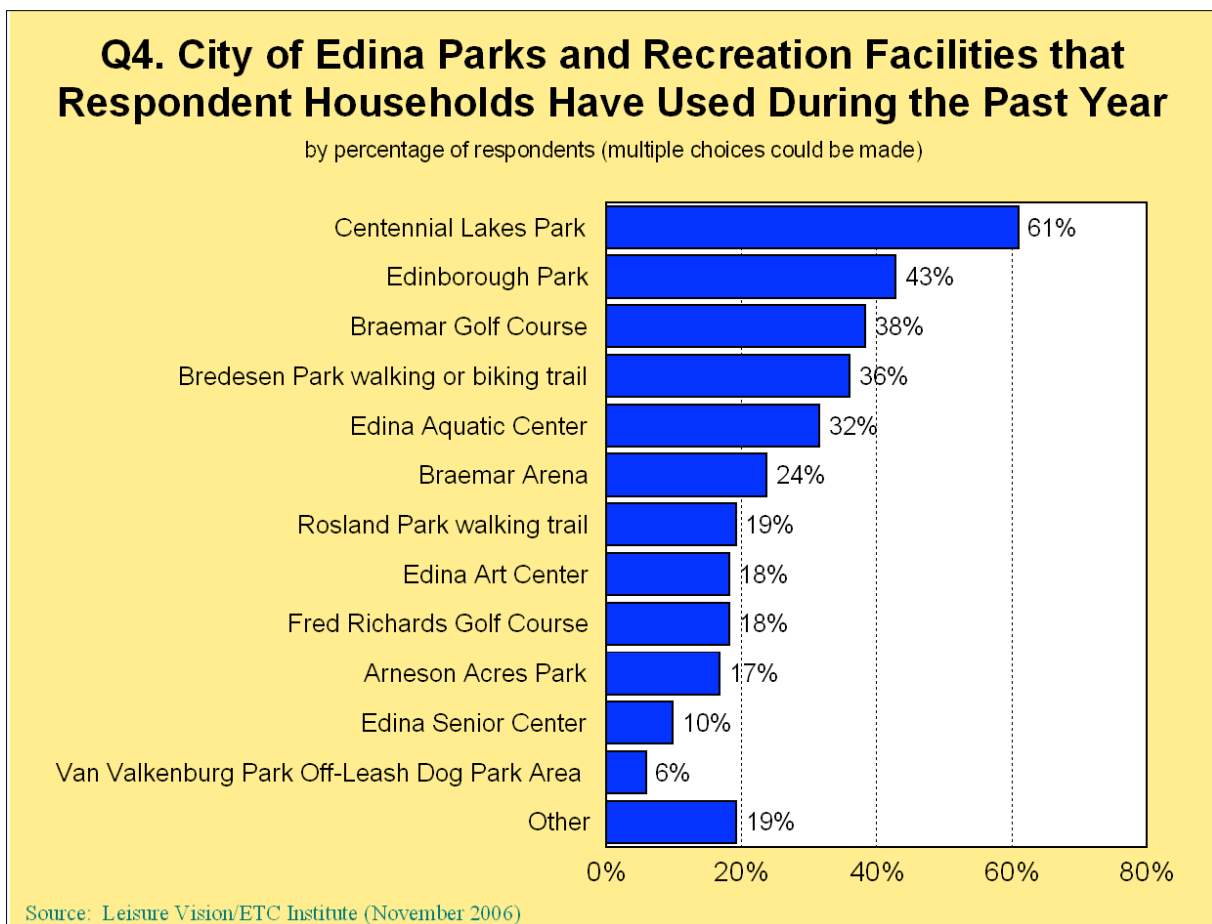
- **Of the 36% of respondent households that have participated in City of Edina programs during the past year, 97% rated the programs as excellent (42%) or good (55%).** In addition, 3% rated the programs as fair.



## ***Facilities Used for Recreation Activities***

From a list of 12 options, respondents were asked to select all of the organizations their household has used for recreation activities during the last 12 months. The following summarizes key findings:

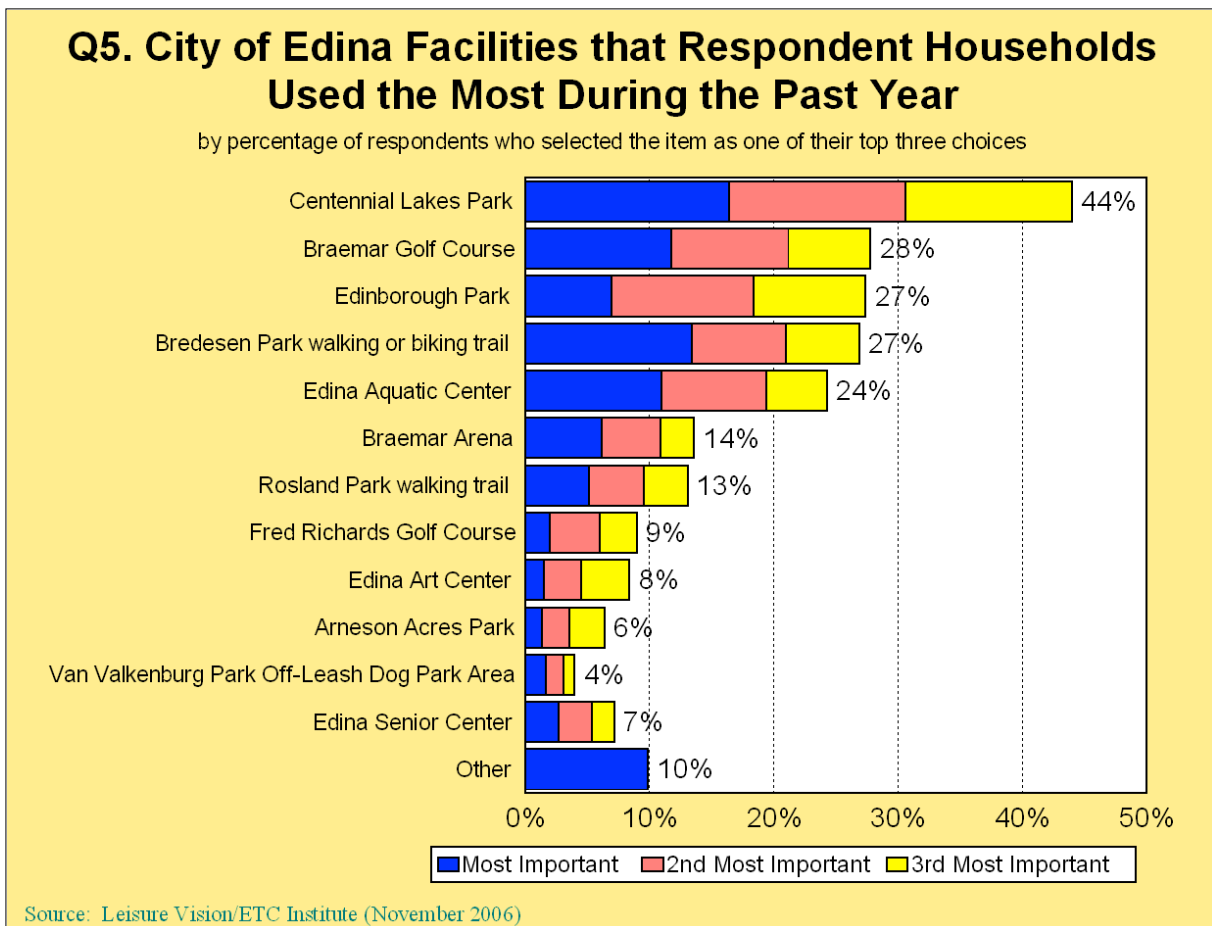
- **The facilities used by the highest percentage of respondent households is Centennial Lakes Park (61%).** Other parks and recreation facilities used by over 30% of respondents include: Edinborough Park (43%), Braemar Golf Course (38%), Bredesen Park walking or biking trail (36%), and Edina Aquatic Center (32%).



## ***Parks and Recreation Facilities that Respondent Households Used Most***

From the list of 12 options, respondents were asked to indicate the three facilities they used the most during the past year. The following summarizes key findings:

- **Centennial Lakes Park (44%) had by a wide margin the highest percentage of respondents select it as one of their three facilities used the most in the past year.** There are four more facilities that 20% or more of respondent households picked as one of their top three facilities used most by respondent households. These were: Bredesen Park walking or biking trail (28%), Braemar Golf Course (27%), Edinborough Park (27%), and Edina Aquatic Center (24%).

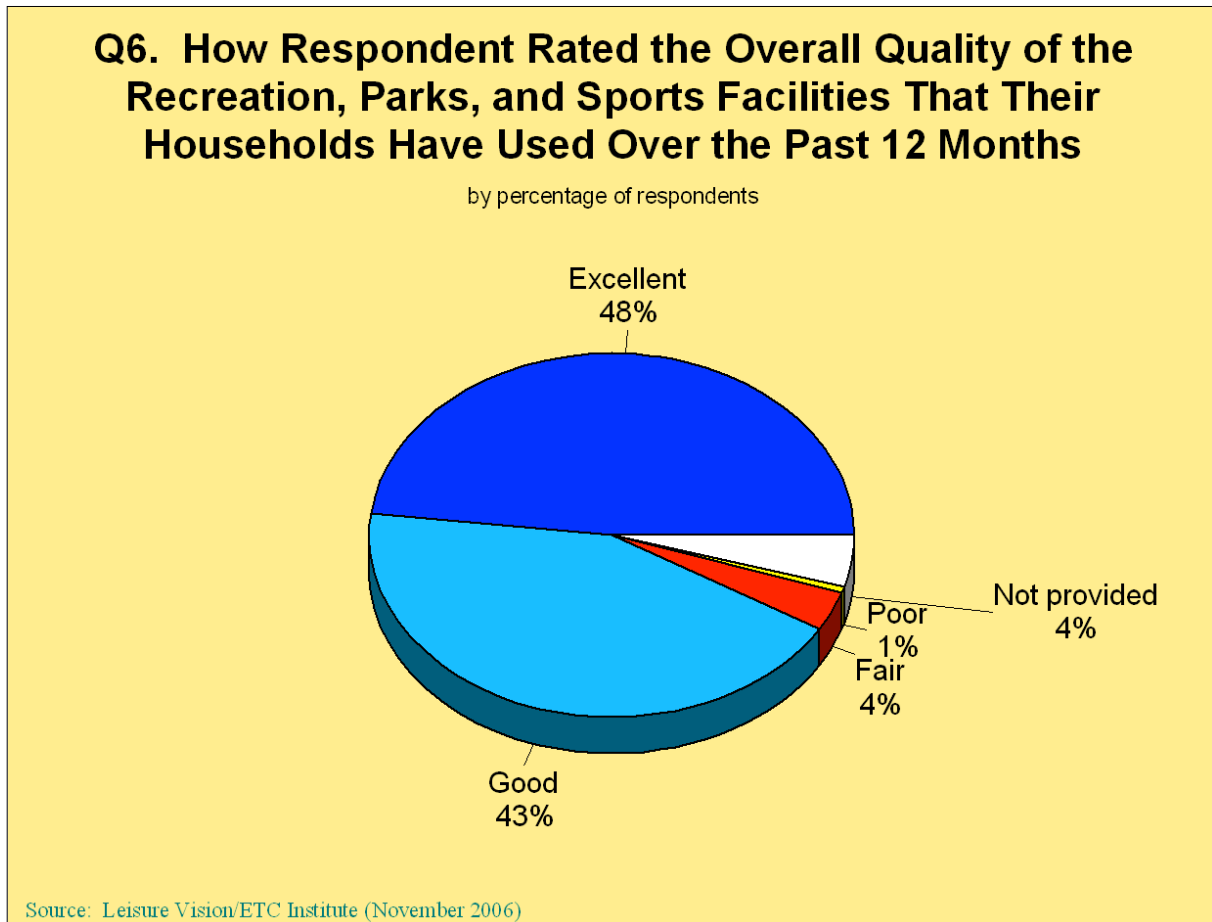




## ***Overall Quality of City Parks and Recreation Facilities***

Respondents were asked to rate the overall quality of the recreation, parks, and sports facilities that they and/or members of their household used during the past year. The following summarizes key findings:

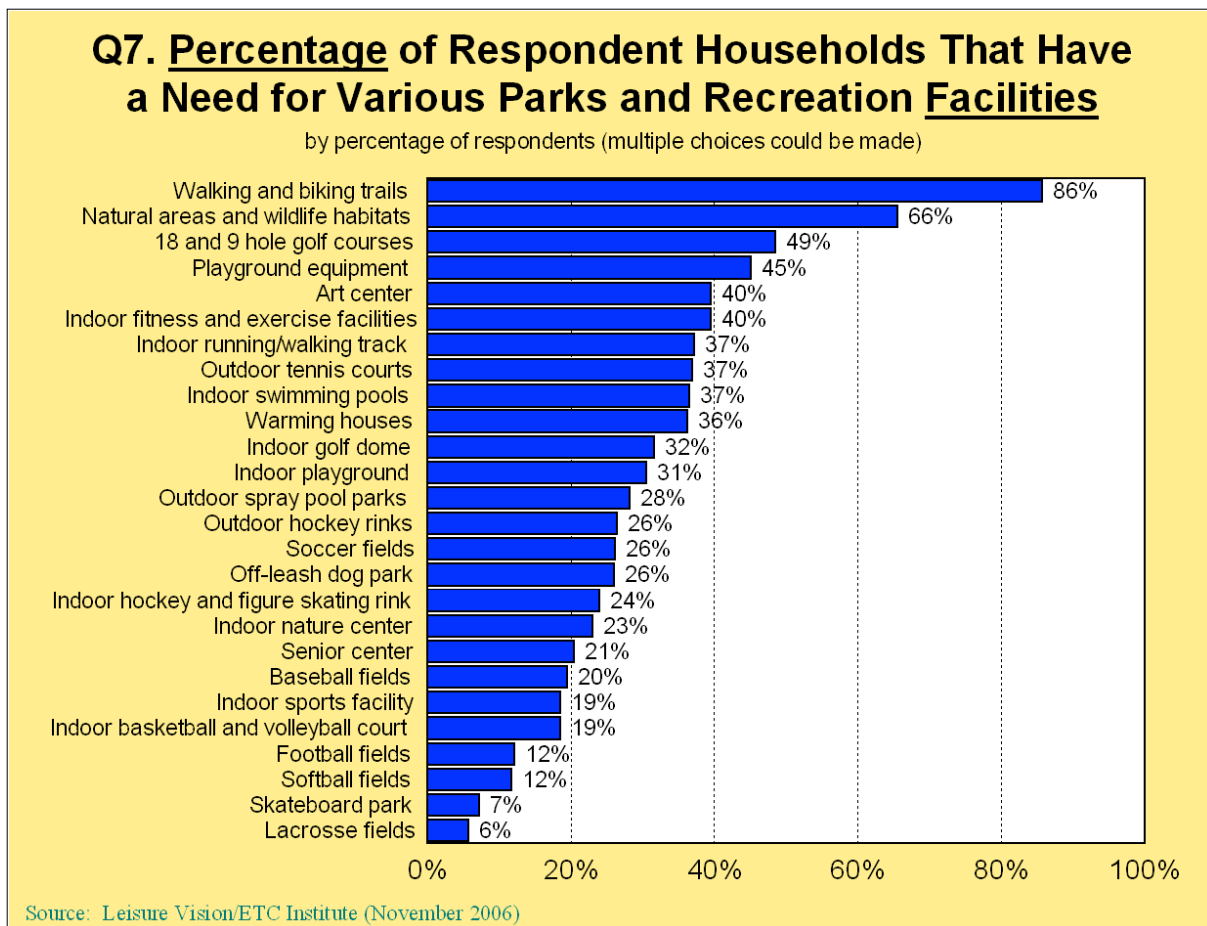
- **Ninety-one percent (91%) of respondent households rated the quality of park areas they have used as either excellent (48%) or good (43%).** In addition, 4% of respondents rated the facilities as fair and 1% as poor. 4% of respondents did not provide an answer.



## ***Need for Parks and Recreation Facilities***

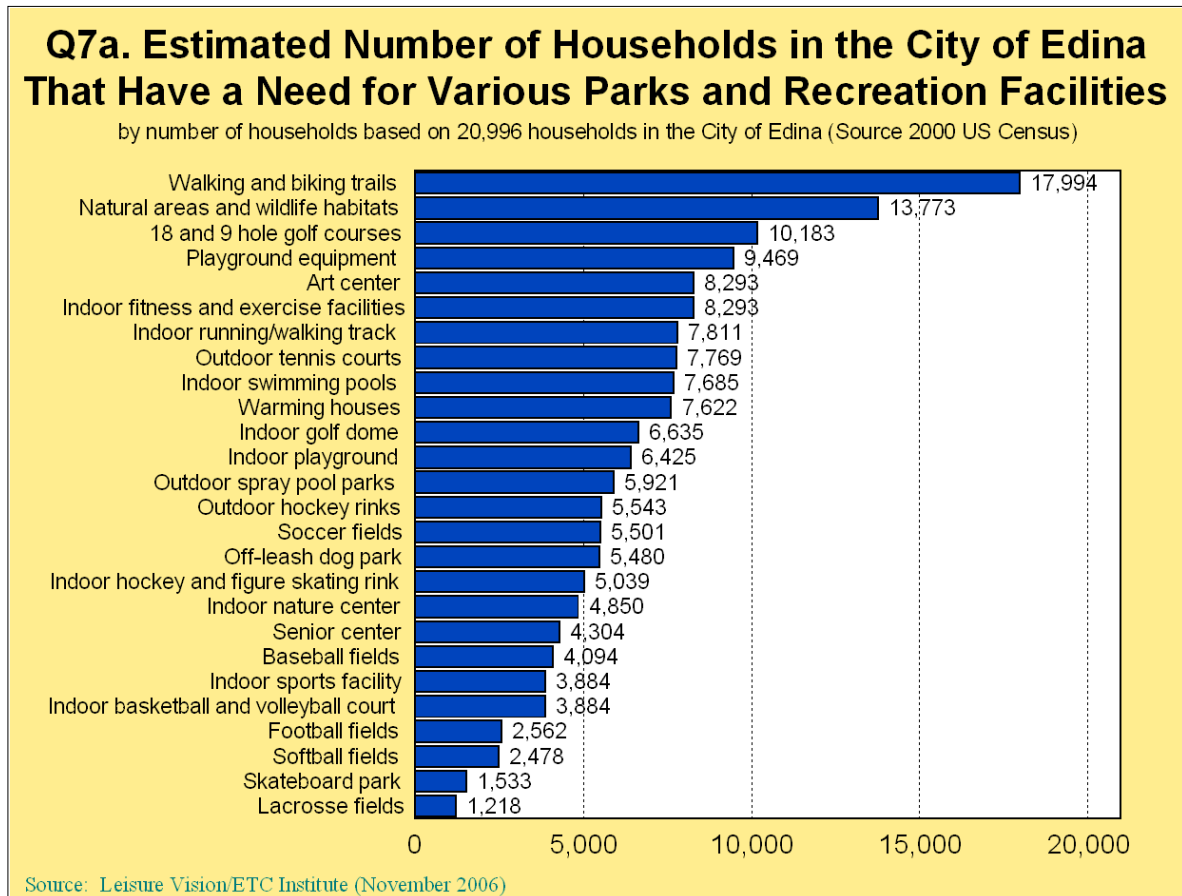
From the list of 27 various parks and recreation facilities, respondents were asked to indicate which ones they and members of their household have a need for. The following summarizes key findings:

- **Six of the 27 parks and recreation facilities had at least 40% of respondent households indicate they have a need for them.** These six facilities include: walking and biking trails (86%), natural areas and wildlife habitats (66%), 18 and 9 hole golf courses (49%), playground equipment (45%), indoor art center (40%) and indoor fitness and exercise facilities (40%).



## ***Need For Parks and Recreation Facilities in Edina***

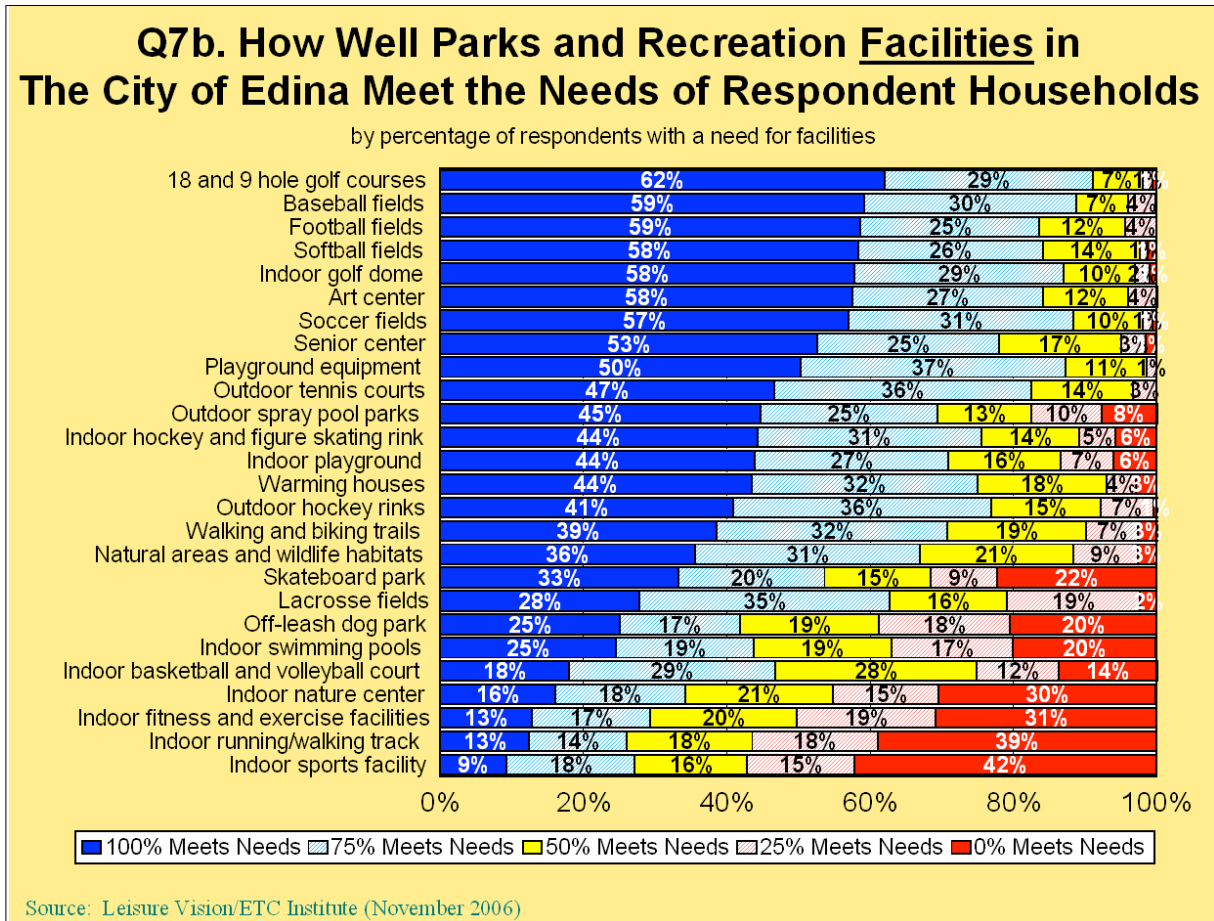
From the list of 27 parks and recreation facilities, respondents were asked to indicate which ones they and members of their household have a need for. The graph below shows the estimated number of households in the City of Edina that have a need for various parks and recreation facilities, based on 20,996 households in the City.



## How Well Parks and Recreation Facilities Meet Needs

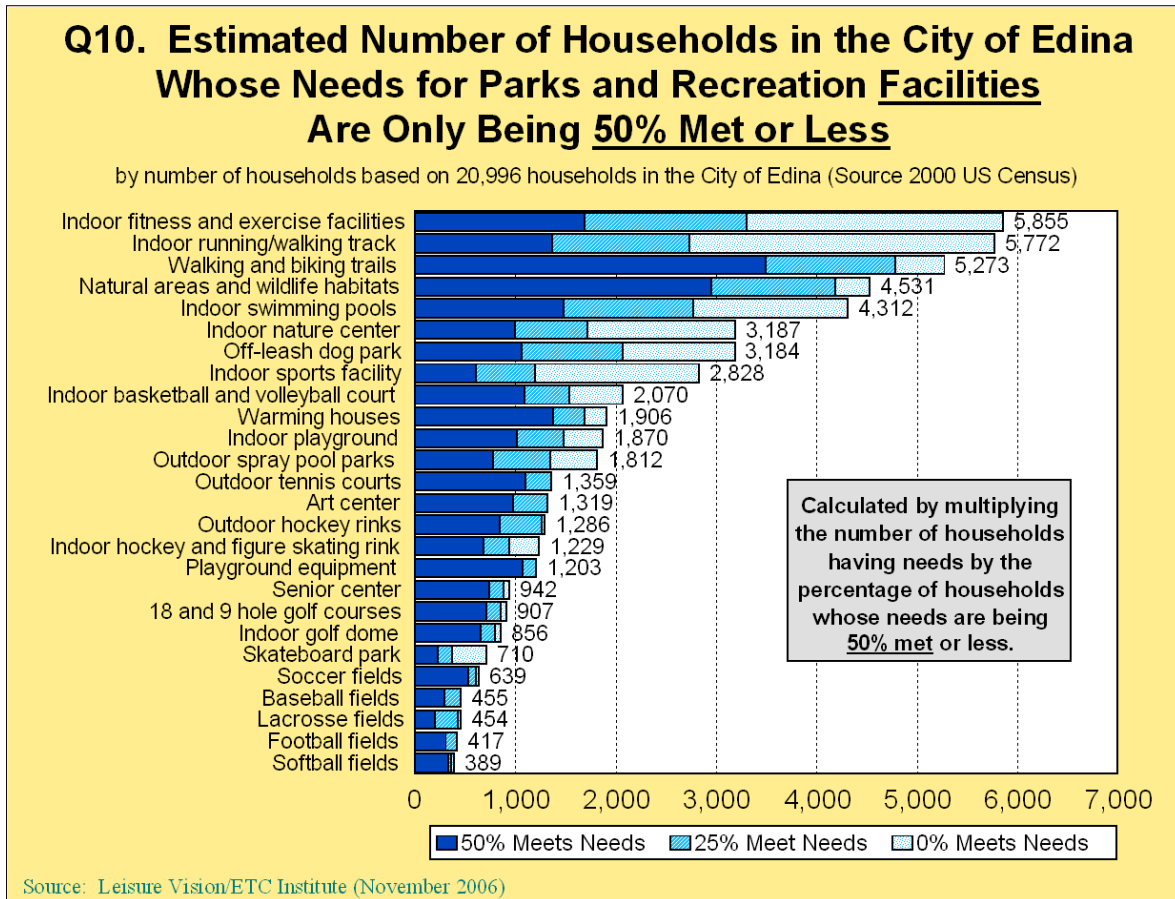
From a list of 27 parks and recreation facilities, respondents that have a need for facilities were asked to indicate how well these types of facilities in Edina meet their needs. The following summarizes key findings:

- Nine of the 27 facilities had 50% or higher of the respondents indicate that the facility completely meets the needs of their household.



## ***Edina Households with Their Facility Needs Being 50% Met or Less***

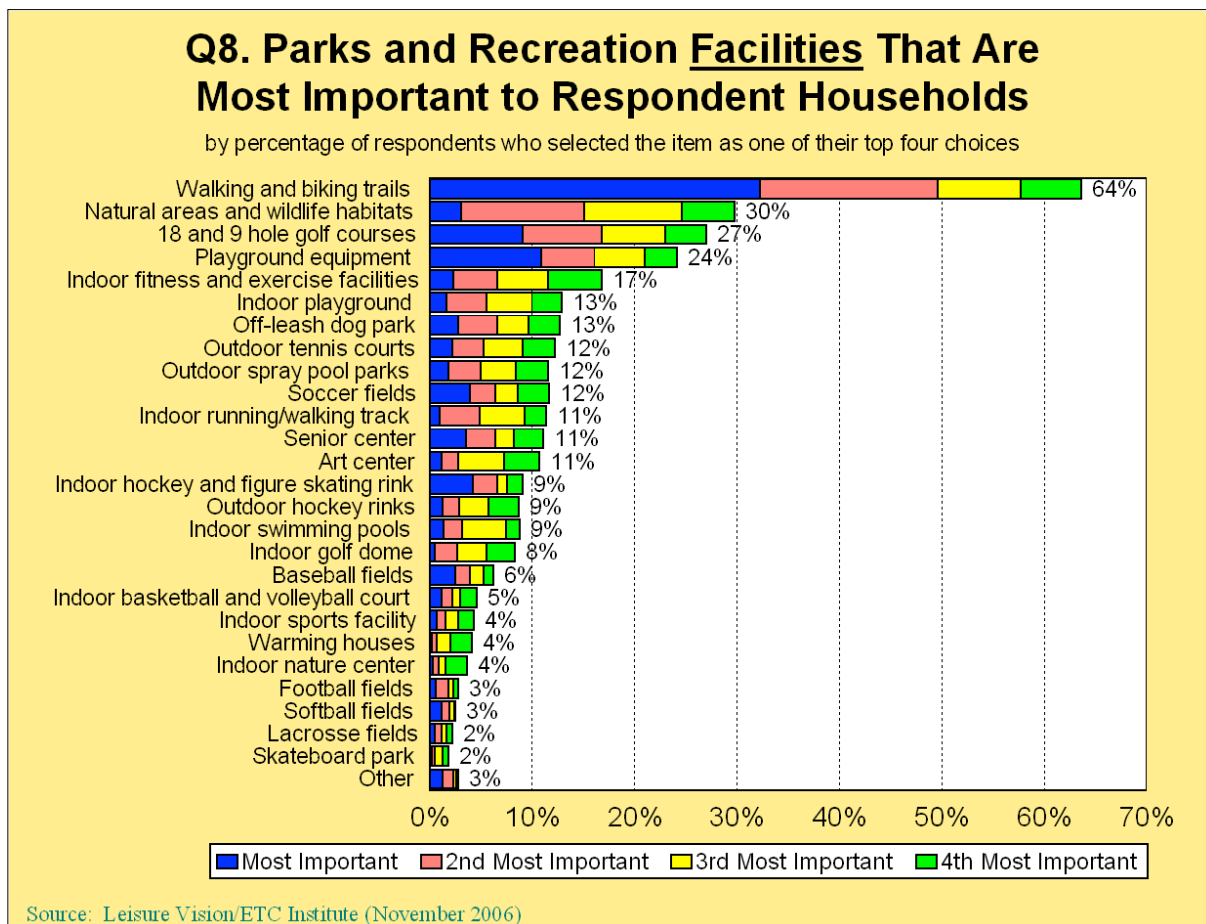
From the list of 27 parks and recreation facilities, respondent households that have a need for facilities were asked to indicate how well these types of facilities in Edina meet their needs. The graph below shows the estimated number of households in the City of Edina whose needs for facilities are only being 50% met or less, based on 20,996 households in the City.



## Most Important Parks and Recreation Facilities

From the list of 27 parks and recreation facilities, respondents were asked to select the four facilities that are most important to them and members of their household. The following summarizes key findings:

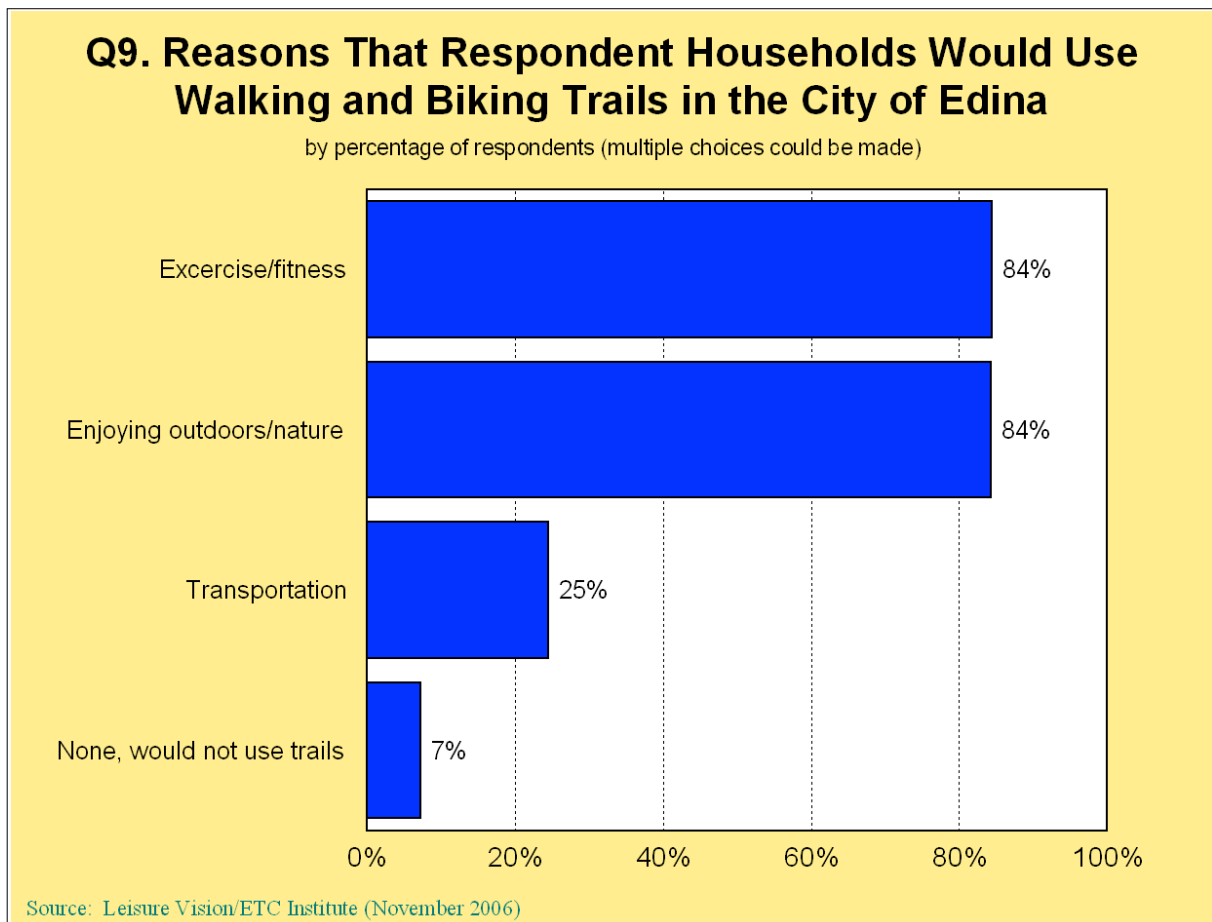
- **Based on the sum of their top 4 choices, the facilities that respondent households rated as the most important include: walking and biking trails (64%), natural areas and wildlife habitat (30%), 18 and 9 hole golf course (27%), and playground equipment (24%).** It should also be noted that walking and biking trails had the highest percentage of respondents select it as their first choice as the most important facility.



## ***Reasons for Using Walking and Biking Trails***

From the list of 4 options, respondents were asked to indicate the reasons their household would use walking and biking trails in the City of Edina. The following summarizes key findings:

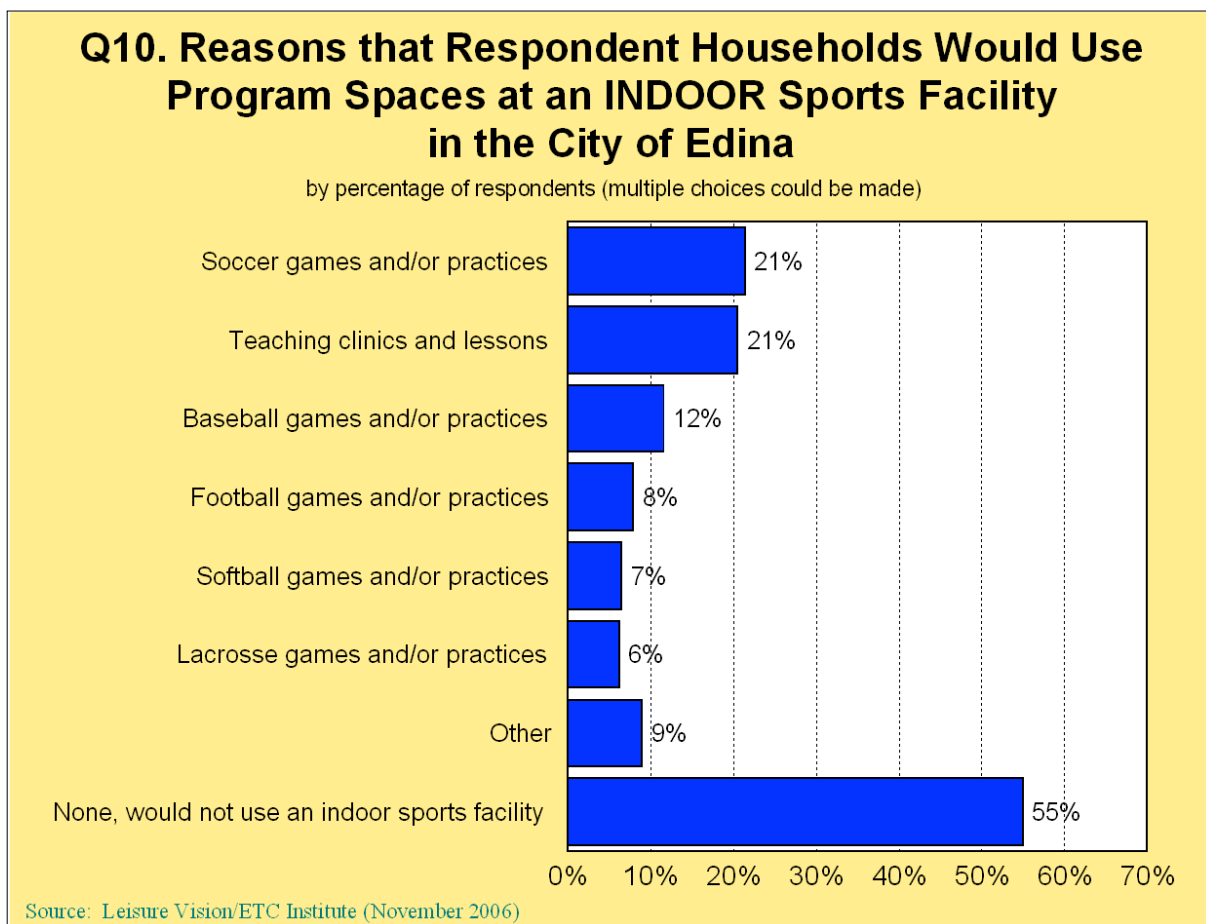
- **Based on the sum of their choices, the top reasons that respondent households would use walking and biking trails in the City of Edina are: exercise/fitness (84%) and enjoying the outdoors/nature (84%).** Additionally, 25% indicated transportation and 7% indicated none, would not use trails.



## ***Potential Indoor Sports Programming Spaces Respondents Would Use***

From a list of 6 potential indoor sports programming spaces, respondents were asked to indicate all of the ways that they and members of their household would use at an indoor sports facility in the City of Edina. The following summarizes key findings:

- **Both soccer games and/or practices (21%) and teaching clinics/lessons (21%) received the highest percentage of respondent households that would use them as indoor program spaces.** An additional 12% of respondents would use indoor program spaces for baseball games and/or practices, with 8% using indoor program spaces for football games and/or practices and 7% using indoor program spaces for softball games and/or practices. 55% of respondent households would not use any of the indoor programming spaces.

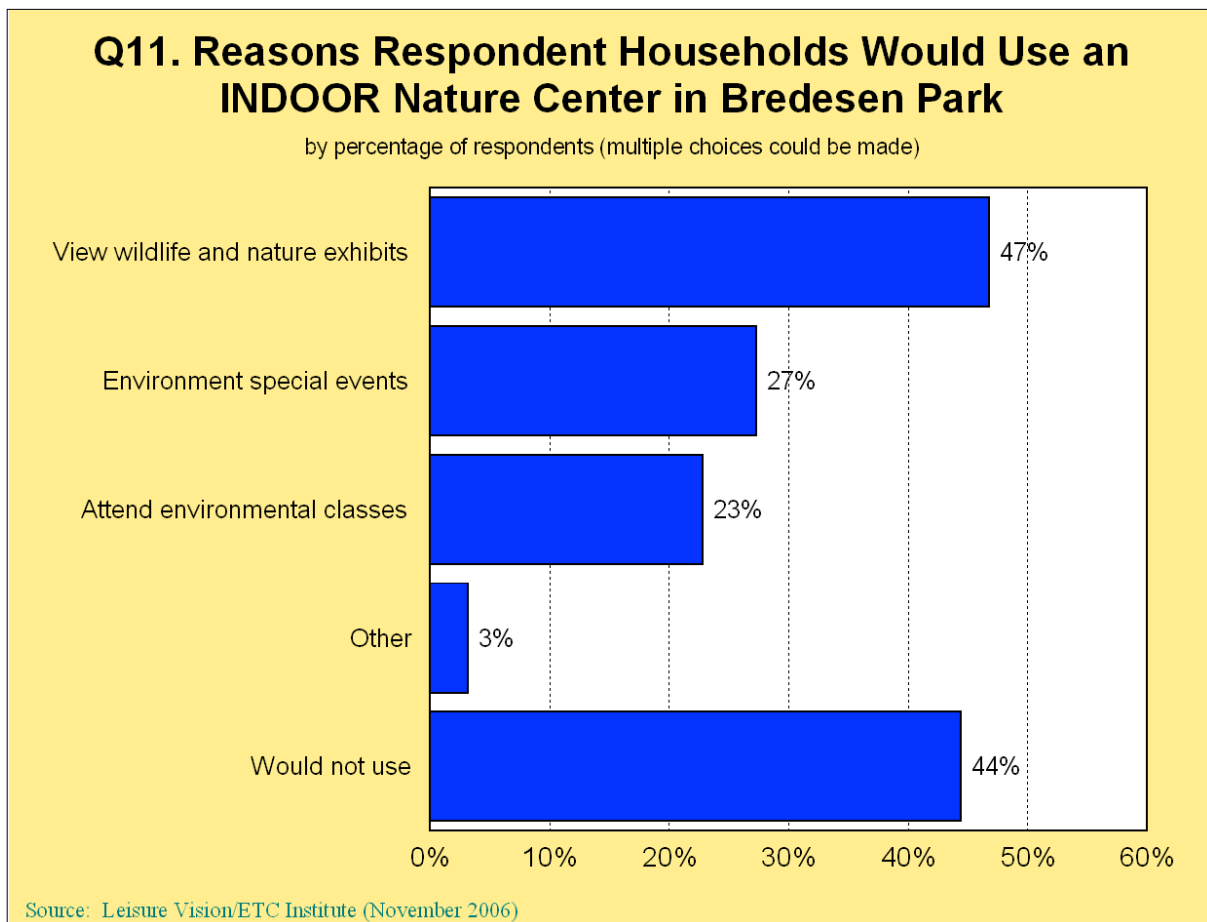




## ***Potential Program Spaces and Activities Respondents Would Use at a New Indoor Nature Center at Bredesen Park***

From a list of 3 potential reasons, respondents were asked to indicate all of the ones that they and members of their household would use if an indoor nature center in Bredesen Park was developed.

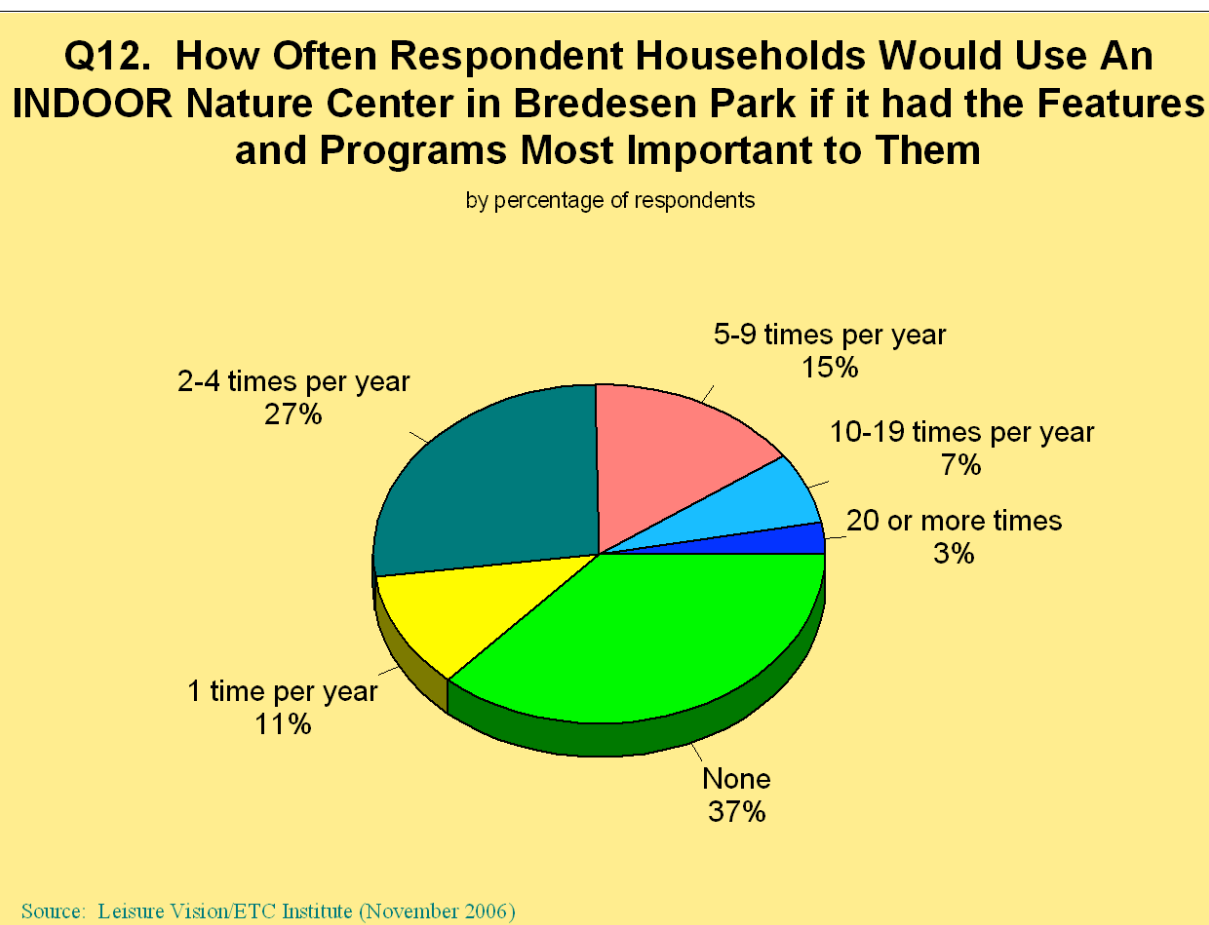
- View wildlife and nature exhibit (47%) had the highest percentage of respondent households say that they would use the Indoor Nature Center for this reason. Other program features or activities that respondents would use include: environmental special events (27%) and attend environmental classes (23%).



## ***Frequency of Visiting a New Indoor Nature Center***

Respondents were asked to indicate how often they and members of their household would visit a new indoor nature center if it had the features and programs most important to them. The following summarizes key findings:

- **Sixty-three percent (63%) of respondent households indicated they would visit a new indoor nature center in Bredesen Park at least once a year if it had the features and programs most important to them.** The vast majority of those who would visit a new indoor nature center would visit 1-9 times per year, with 15% indicating they would visit 5-9 times per year and 27% indicating they would visit 2-4 times per year.



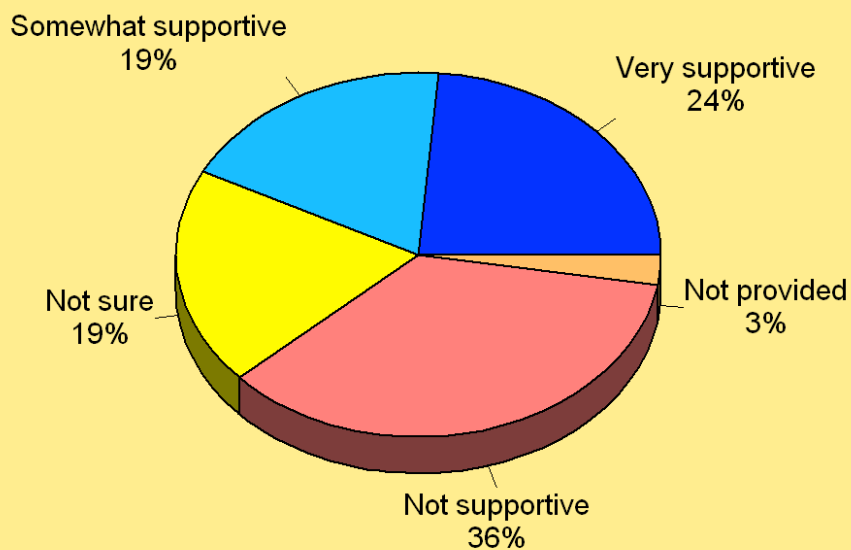
## ***Support for Off-leash Dog Time***

Respondents were asked to indicate their level of support for the City of Edina setting up specific times of the day and week where off-leash dogs could use city parks under the supervision of their owners. The following summarizes key findings:

- **Forty-three percent (43%) of respondents are either very supportive (24%) or somewhat supportive (19%) of the City of Edina setting up specific times of the day and week where off-leash dogs could use city parks under the supervision of their owners.** Thirty-six percent (36%) of respondents are not supportive and nineteen percent (19%) are not sure. 3% did not provide an answer.

### **Q13. How Supportive Respondent Households are of Setting Up Specific Times of the Day and Week Where Off-leash Dogs Could Use City Parks Under Supervision**

by percentage of respondents

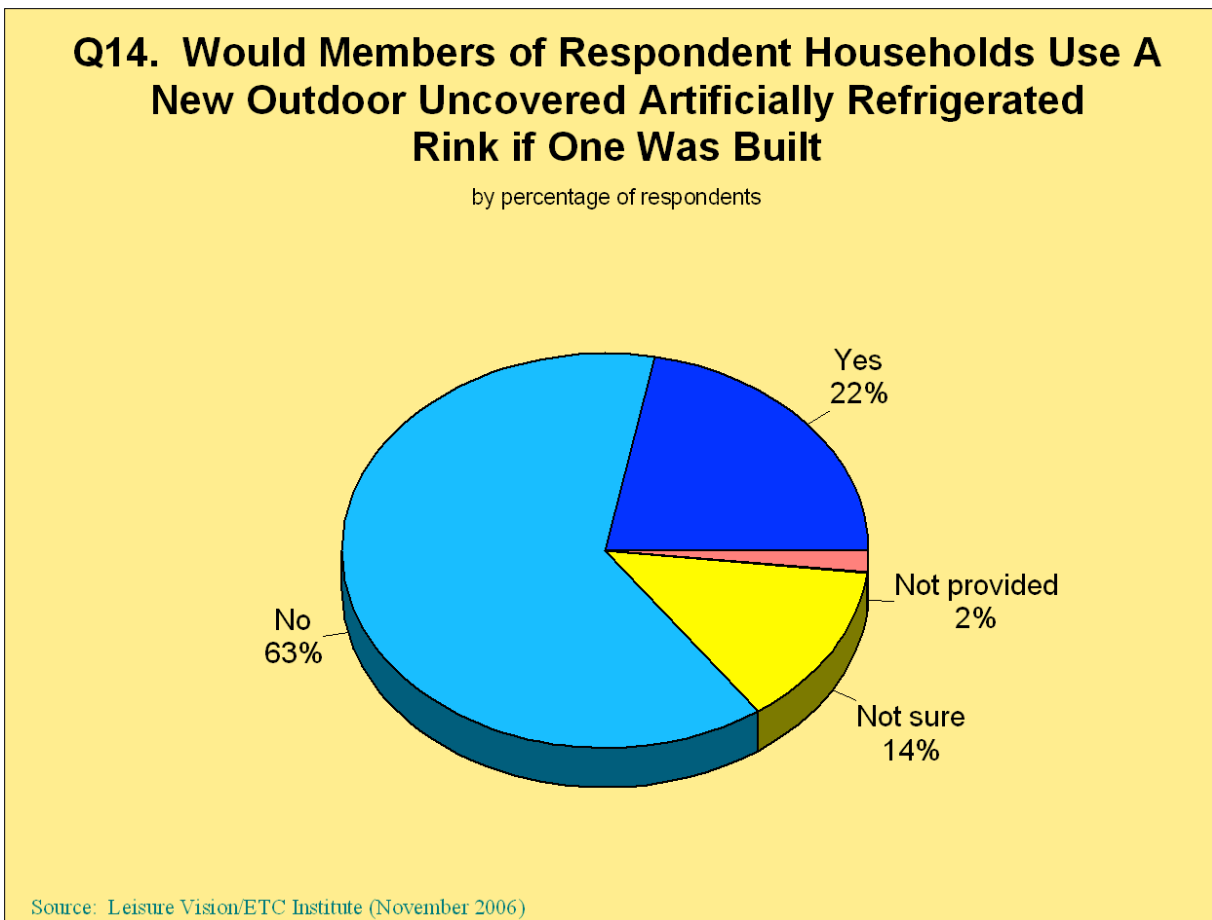


Source: Leisure Vision/ETC Institute (November 2006)

## ***Use of an Outdoor Uncovered Artificially Refrigerated Outdoor Ice Rink***

Respondents were asked to indicate whether or not they would use an outdoor uncovered artificially refrigerated rink if one was built in the City of Edina. The following summarizes key findings:

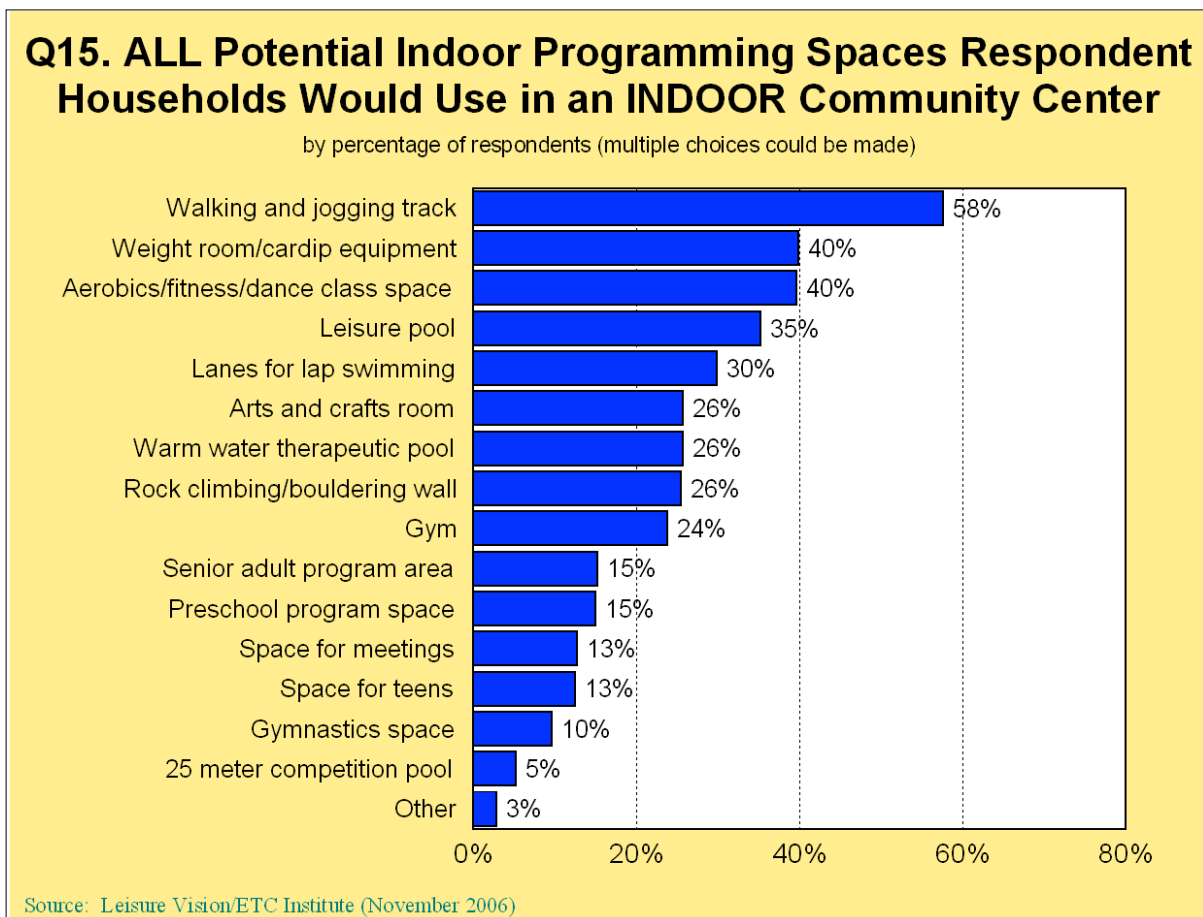
- **Twenty-two percent (22%) of respondent households said they would use a new outdoor uncovered artificially refrigerated ice-rink.** Sixty-three (63%) said that they would not use an outdoor artificially refrigerated rink if one was built in the City of Edina. 14% of respondents were not sure and 2% did not respond to the question.



## *Potential Indoor Programming Spaces Respondents Would Use*

From a list of 15 potential indoor programming spaces, respondents were asked to indicate all of the ones that they and members of their household would use if they were developed in an indoor community center in the City of Edina. The following summarizes key findings:

- **Walking and jogging track (58%) is the indoor programming space that the highest percentage of respondent households would use.** Other indoor programming spaces that at least 30% of respondents would use include: weight room/cardiovascular equipment (40%), aerobics/fitness/dance class space (40%), leisure pool (35%), and lanes for lap swimming (30%).



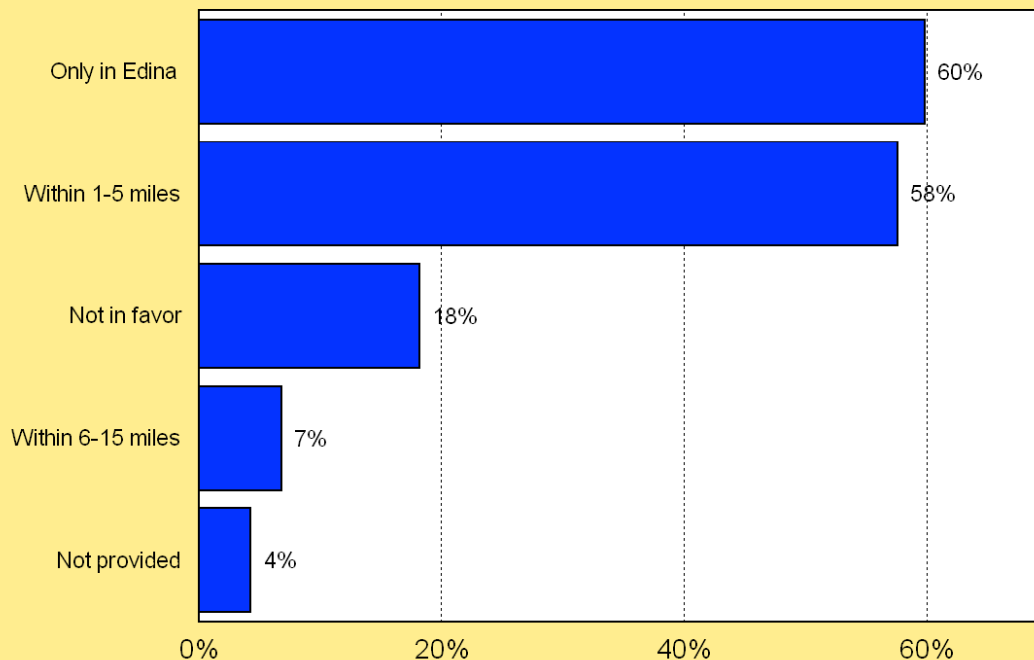
## ***Preferred Locations for Developing New Indoor Facilities***

From a list of four locations, respondents were asked to select the two they most support in regards to a location for developing new indoor recreation, sports and nature center facilities either inside or outside of the City of Edina. The following summarizes key findings:

- **Based on the sum of their top two choices, sixty (60%) of respondents indicated they would support developing indoor recreation, sports, and nature center facilities only in Edina.** An additional fifty-eight (58%) of respondents indicated they would support developing indoor recreation, sports, and nature center facilities within 1-5 miles of the City of Edina in partnership with other communities. Eighteen (18%) of respondents did not support developing any indoor recreation, sports, and nature facilities and seven (7%) of respondents supported developing indoor recreation, sports, and nature center facilities within 6-15 miles of the City of Edina in partnership with other communities.

### **Q16. If Respondent Households Would Support Partnering With Surrounding Communities to Develop New Indoor Recreation, Sports, and Nature Facilities In Communities Outside of Edina**

by percentage of respondents

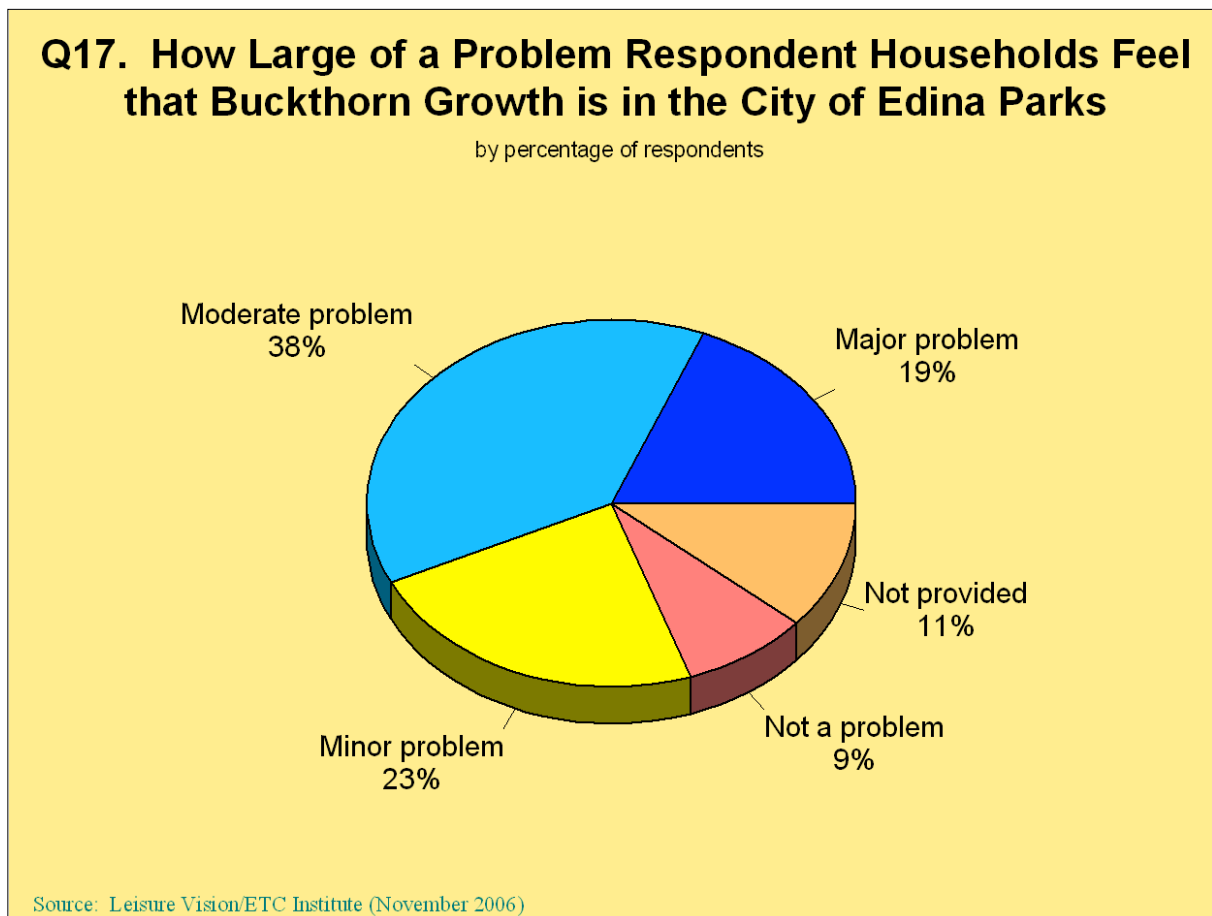


Source: Leisure Vision/ETC Institute (November 2006)

## ***How Large of a Problem Households Feel That Buckthorn Growth is in the City of Edina Parks***

Respondent households were asked to indicate how large of a problem they feel that buckthorn growth is in the City of Edina. The following summarizes key findings:

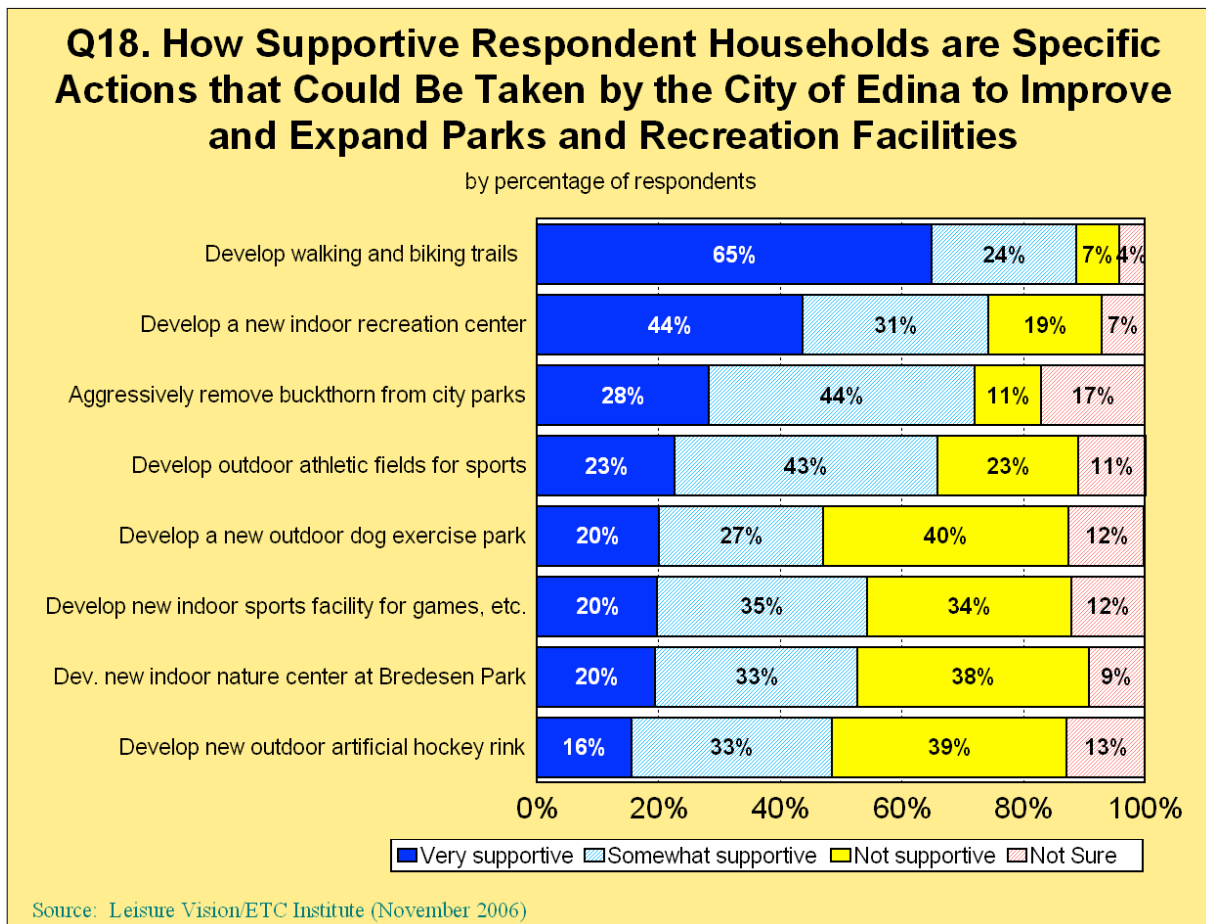
- **Fifty-seven (57%) of respondent households indicated that they felt the buckthorn growth was either a major problem (19%) or a moderate problem (38%) in City of Edina parks.** In addition twenty-six percent (23%) indicated they felt it was a minor problem while nine percent (9%) felt that it was not a problem. Eleven (11%) of respondents did not respond to the question.



## ***Support for Actions to Improve and Expand Parks and Recreation Facilities***

From a list of 8 actions the City of Edina could take to improve and expand parks and recreation facilities in Edina, respondents were asked to indicate their level of support for each one. The following summarizes key findings:

- **There are two actions that over 40% of respondents are very supportive of, including: develop walking and biking trails (65%) and develop a new indoor recreation center (44%).** It should also be noted that four of the eight facilities had over 60% of respondents indicate being either very supportive or somewhat supportive of them.

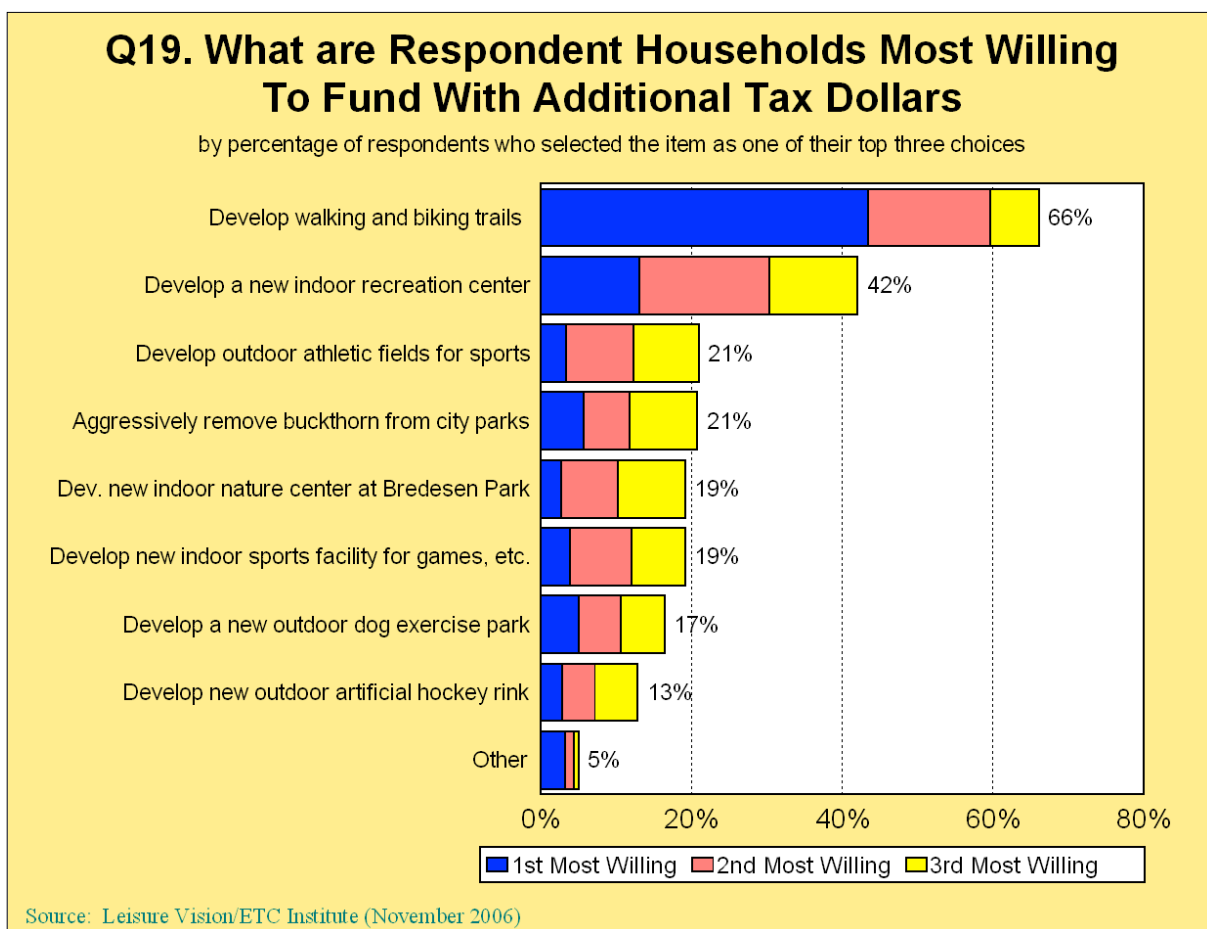




## *Actions Respondents Would Be Most Willing to Fund with Tax Dollars*

From the list of 8 actions the City of Edina could take to improve and expand parks and recreation facilities in Edina, respondents were asked to select the three they would be most willing to fund with their tax dollars. The following summarizes key findings:

- **Based on the sum of their top three choices, develop walking and biking trails (66%) is the action respondents would be most willing to fund with their tax dollars.** The other facilities that respondents would be most willing to fund with their tax dollars include: develop a new indoor recreation center (42%) develop outdoor athletic fields for sports (21%), aggressively remove buckthorn from city parks (21%) and develop new indoor nature center at Bredesen Park (19%).



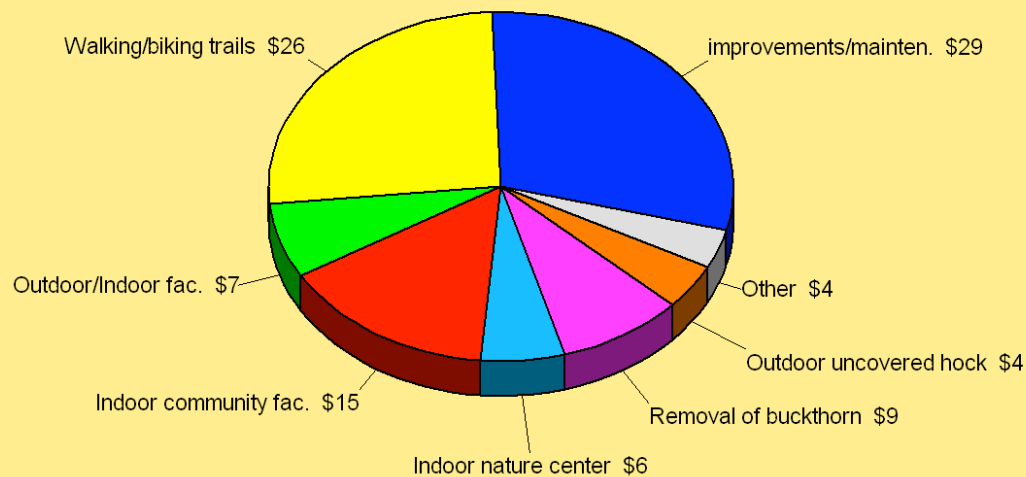
## ***Allocation of \$100 for Edina Parks and Recreation Facilities***

Respondents were asked how they would allocate \$100 among seven categories of funding for Edina parks and facilities. The following summarizes key findings:

- **Respondents indicated they would allocate \$29 out of every \$100 to the improvements/maintenance of existing parks and recreation facilities.** The remaining \$71 were allocated as follows: development of new walking and biking trails (\$26), development of new indoor community facilities (\$15), removal of buckthorn from city parks (\$9), development of new outdoor and indoor sports facilities (\$7), development of a new indoor nature center (\$6), the development of a new outdoor uncovered artificially refrigerated hockey rink (\$4), and other (\$4).

### **Q20. How Respondents Would Allocate \$100 in Extra Funds if Made Available for the City of Edina**

by percentage of respondents

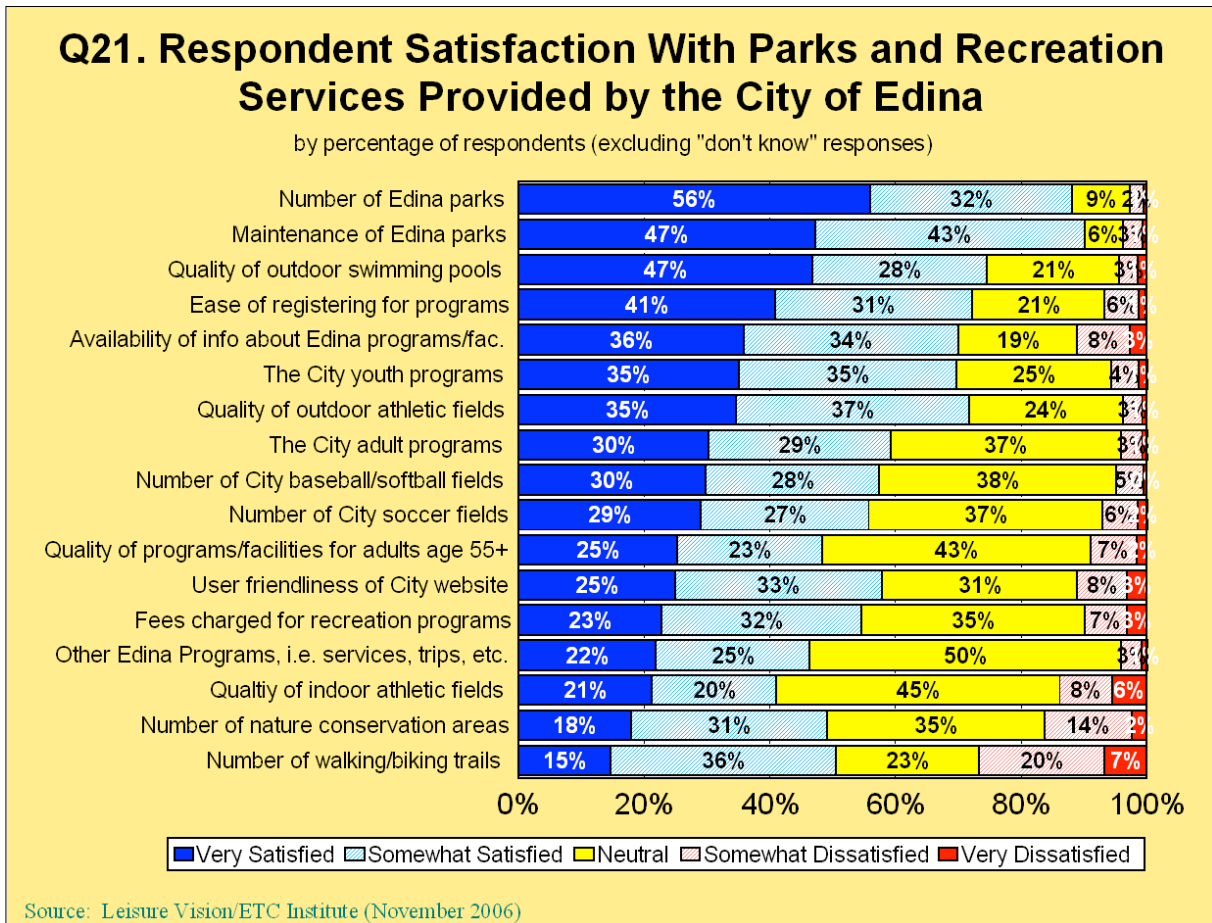


Source: Leisure Vision/ETC Institute (November 2006)

## Level of Satisfaction with Various Parks and Recreation Services

From a list of 17 various parks and recreation services provided by the City of Edina, respondents were asked to indicate their level of satisfaction with each one. The following summarizes key findings:

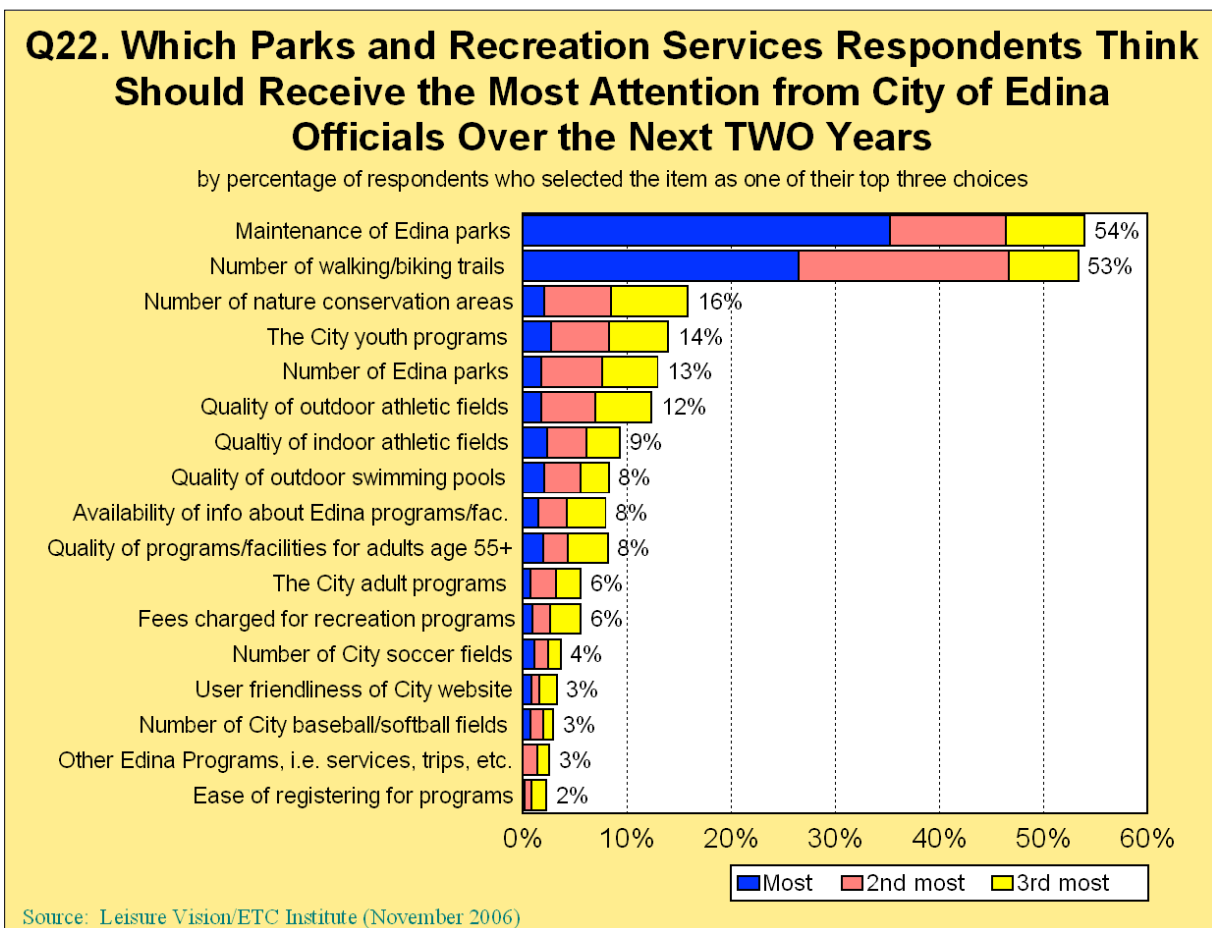
- The parks and recreation services that the highest percentage of respondents are very satisfied with are: number of Edina parks (56%), maintenance of Edina parks (47%), quality of outdoor swimming pools (47%), and ease of registering for programs (41%).



## ***Parks and Recreation Services that Should Receive the Most Attention***

From the list of 17 various parks and recreation services provided by the city of Edina, respondents were asked to select the three they feel should receive the most attention from the City of Edina officials over the next two years. The following summarizes key findings:

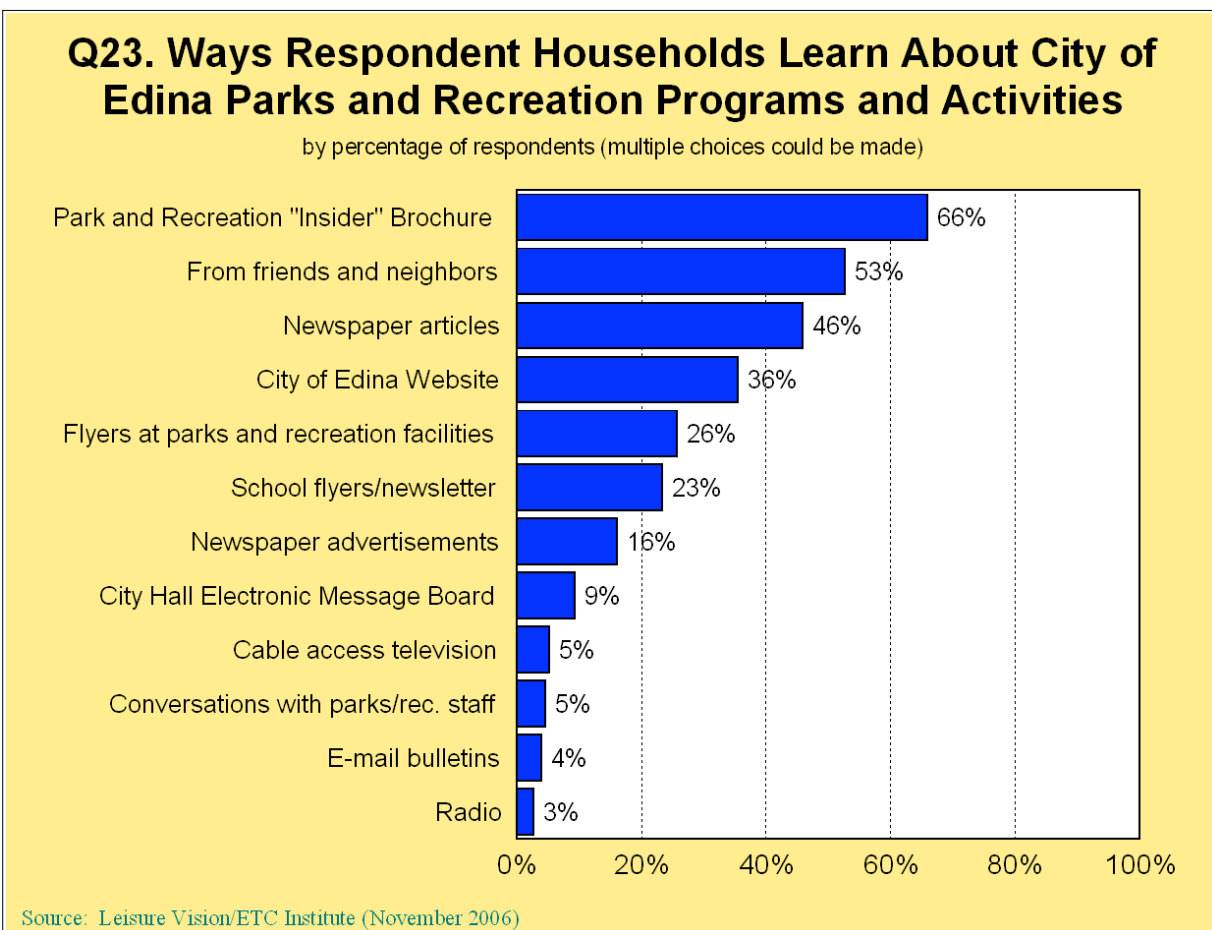
- **Based on the sum of their top three choices, the parks and recreation services that respondents feel should receive the most attention over the next two years is maintenance of Edina parks (54%).** Other parks and recreation services that should receive high attention include: the number of walking/biking trails (53%), the number of nature conservation areas (16%) and the City youth programs (14%). It should also be noted that maintenance of Edina parks had the highest percentage of respondents select it as their first choice as the parks and recreation service that should receive the most attention over the next two years.



## ***Ways Respondents Learn About City of Edina Programs and Activities***

From a list of 12 options, respondents were asked to indicate all of the ways they learn about City of Edina parks and recreation programs and activities. The following summarizes key findings:

- **Park and Recreation “Insider” Brochure (66%) is the most frequently mentioned way that respondents learn about City of Edina parks and recreation programs and activities.** The other most frequently mentioned ways that respondents learn about Edina programs and activities include: from friends and neighbors (53%), newspaper articles (46%), and the City of Edina website (36%).



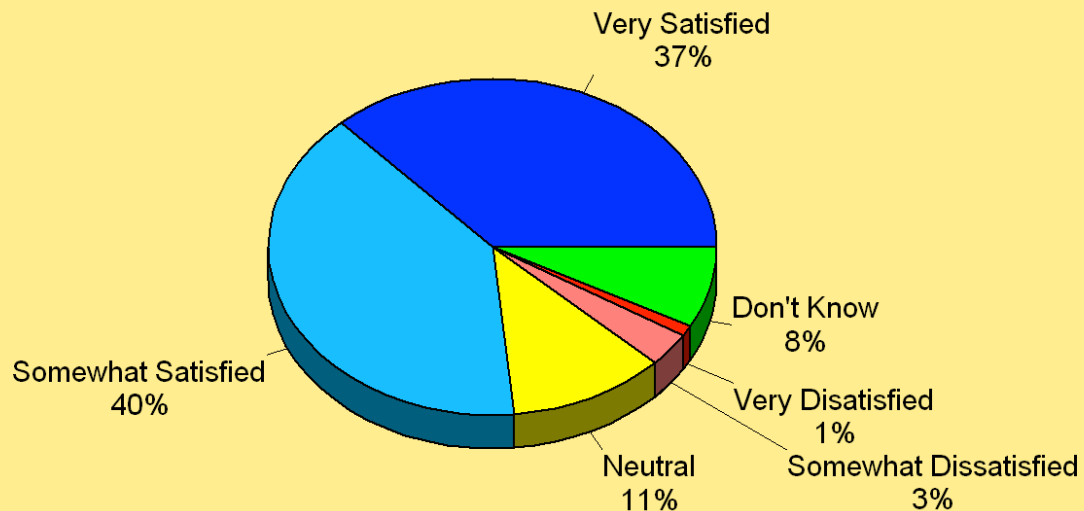
## ***Level of Satisfaction Received from Parks and Recreation Services in Edina***

Respondents were asked to indicate how satisfied they are with the overall value their household receives from the parks and recreation services in Edina. The following summarizes key findings:

- **Seventy-five percent (77%) of respondents are either very satisfied (37%) or somewhat satisfied (40%) with the overall value their household receives from the parks and recreation services in Edina.** Only 4% of respondents are either somewhat dissatisfied (3%) or very dissatisfied (1%) with the value received from parks and recreation services. Eleven percent (11%) of respondents indicated “neutral,” and eight percent (8%) said “don’t know.”

### **Q24. Respondent Household Level of Satisfaction With the Overall Value Their Household Receives from the City of Edina Parks and Recreation Department**

by percentage of respondents



Source: Leisure Vision/ETC Institute (November 2006)

## Demographics

### Q25. Demographics: Number of People in Household

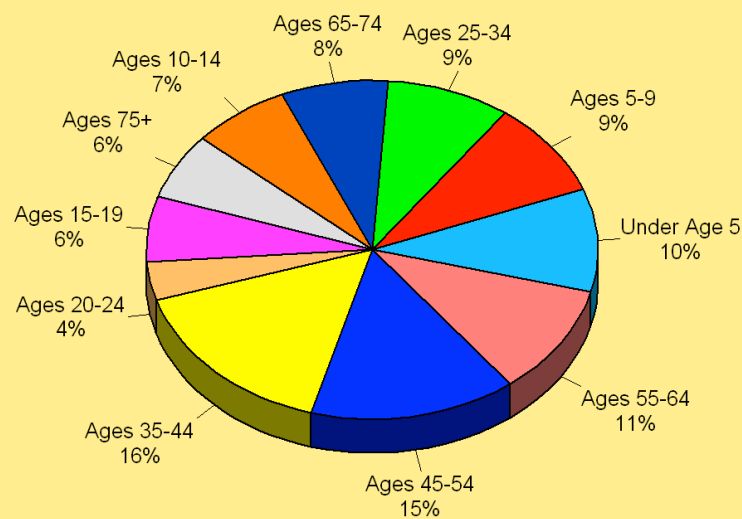
by percentage of respondents



Source: Leisure Vision/ETC Institute (November 2006)

### Q26. Demographics: Age Groups of All People Living in Respondent Households

by percentage of respondents (multiple choices could be made)

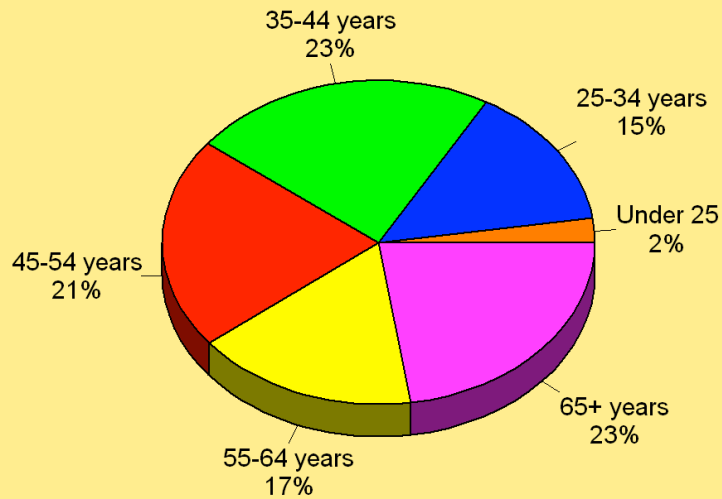


Source: Leisure Vision/ETC Institute (November 2006)

## Demographics (Continued)

### Q27. Demographics: Age of Respondents

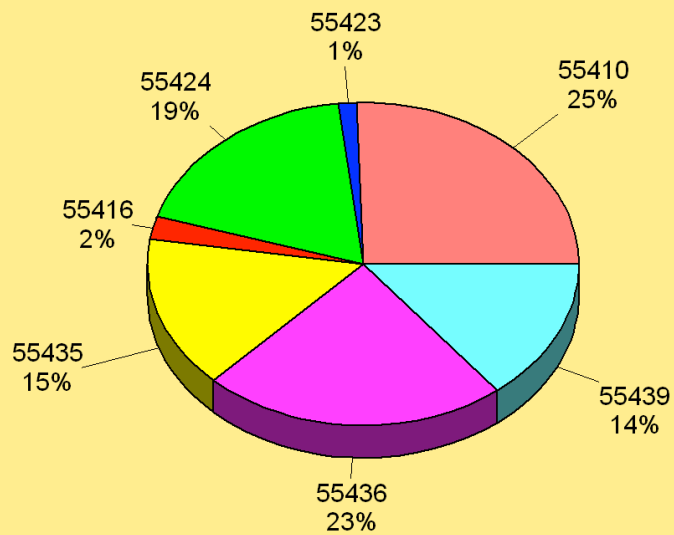
by percentage of respondents



Source: Leisure Vision/ETC Institute (November 2006)

### Q28. Demographics: Zip Codes of Respondent Households

by percentage of respondents



Source: Leisure Vision/ETC Institute (November 2006)



## ***Demographics (Continued)***

